

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

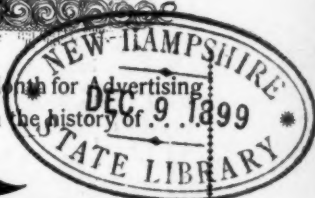
VOL. XXIX. NEW YORK, DEC. 6, 1899.

No. 10.



THE BANNER

Month for Advertising
in the history of **DEC 9 1899**



The Philadelphia Record

was the month of October, 1899, and it must be remembered that the following count does not include advertising of "THE RECORD," classified matter, or free "Wants." It's all-paid advertising at our regular display rates—25¢ per line daily and 30¢ per line Sunday.

Sun. 1, 12,345 lines	Wed. 11, 16,023 lines	Sun. 23, 10,680 lines
Mon. 2, 24,075 "	Thur. 12, 14,845 "	Mon. 23, 15,850 "
Tue. 3, 12,175 "	Fri. 13, 11,817 "	Tue. 24, 12,479 "
Wed. 4, 13,724 "	Sat. 14, 20,306 "	Wed. 25, 14,530 "
Thur. 5, 14,210 "	Sun. 15, 12,713 "	Thur. 26, 18,634 "
Fri. 6, 10,105 "	Mon. 16, 17,830 "	Fri. 27, 10,365 "
Sat. 7, 19,177 "	Tue. 17, 11,907 "	Sat. 28, 18,586 "
Sun. 8, 13,301 "	Wed. 18, 13,570 "	Sun. 29, 11,910 "
Mon. 9, 19,135 "	Thur. 19, 12,619 "	Mon. 30, 14,345 "
Tue. 10, 12,695 "	Fri. 20, 10,390 "	Tue. 31, 11,119 "
	Sat. 21, 17,051 "	

The total is 474,512 display lines, many thousands more than any other Philadelphia newspaper carried, and the daily average 15,806 lines, or 4,225 more lines of display advertising every day than "THE RECORD" carried during the war year month of October, 1898.

WHO SAYS PROSPERITY IS NOT HERE?
ARE YOU IN IT?

The Record Pub. Co.,
PHILADELPHIA.



The Endless Chain of Publicity

And therein you have the fruits of persistent advertising in street cars. By no other medium can an article be made so familiar to every member of the household. Everybody rides on the street cars and rides often. Everybody looks at the cards in the street cars; it's not the fault of the medium if there's not "business in that look."

Our contention, however, is that we can place your advertisement among the most prosperous lookers.

Can't we come to you with our opportunities and personally illustrate them?



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIX.

NEW YORK, DECEMBER 6, 1899.

No. 10.

RAVEN GLOSS.

THE NEW OWNERS OF THE FAMOUS OLD SHOE DRESSING TELL SOMETHING OF THEIR ADVERTISING VIEWS, PLANS AND EXPERIENCES.

Mr. A. E. Pattison, president of the Raven Gloss Manufacturing Company, of 71 Barclay street, New York, is also vice president of Morse & Rogers, one of the largest wholesale shoe concerns in the land. A representative of PRINTERS' INK called upon him recently, with reference to the advertising story of the well known Raven Gloss Shoe Dressing. Said he:

"We acquired Raven Gloss Dressing only a few months ago, in February. We bought out the old company and have started to build up the business anew. It had run down by reason of its cessation of advertising and lack of push. It was a great pity to see such an excellent preparation, or rather a number of them, for all the various products of the old concern were superior, driven out of the market which they had so splendidly earned, and so Morse & Rogers, who have the facilities to dispose of an enormous output, stepped in, and there is no doubt that we will speedily retrieve, yes, and more."

"Will you tell me of the decline?"

"There is little to tell. About twenty years ago the trade-mark of 'the shoe and the bird' began to be impressed upon the country. I warrant that ten years ago few trade-marks were better known. The exploiters of Raven Gloss were energetic and aggressive, and they built up an enviable trade. They were among the earlier advertisers of the modern school, and employed most of the methods which are recognized trade-pullers to-day—advertisements in all sorts of publications, circularizing of all kinds, sampling, the giving away of novelties, and what-not. About five or six years ago they let up—why, does not appear. At any rate, as a result they began to lose

headway, and admirably illustrated the fact that you can undo a thing quicker and more effectually than you can do it. Though the crow had been ubiquitous ten years ago, he was less in evidence a year ago. But we are reviving him, and the results are remarkably quick; much quicker than they possibly could be on a new article."

"What course have you taken?"

"We immediately adopted a broad line of advertising, and are getting good results. The output in Febru-

"It's good for the shoes"

Raven Gloss

The Shoe-dressing For Gentlewomen

Made of preservative oil and leather savers, renewers and beautifiers—the high-grade-shoe-dressing-standard-quality for nearly a quarter of a century.

The Raven Gloss Mfg. Co.

71 Barclay St., New York City.



If your dealer hasn't it, we will send you a full-sized bottle by prepaid express for the price, 25 cents (send stamps).

ary, when we took hold, was considerably less than it is to-day. This, notwithstanding that the product had at no time been permitted to deteriorate, and is to-day, as it always has been, the standard of its class."

"In what publications have you advertised?"

"In weeklies, monthlies and trade journals. Among the two former classes were: *The Century*, *Munsey's*, *Youth's Companion*, *Ladies' Home Journal*, *Delineator*, *Harper's Bazar*, *Outlook*, *Household* and *Sunday School*.

Times. That reminds me that the Raven Gloss Company has a side product—a rust-preventive for wheels. Now this, under the name of Bi-cy-ka, is advertised extensively in the bicycle press, and the company gets the benefit, because the name Raven Gloss Manufacturing Co. appears under each ad. And we also do considerable circularizing, both in answer to inquiry and to lists—trade lists, corrected up to date and gathered by us. This circularizing includes folders, circulars, booklets and letters."

"You do not attempt to key ads?"

"No, we have not adopted any system of this character; it would be too difficult and too costly, in comparison to the price of the article."

"It's good for the shoes"

Raven Gloss

The shoe dressing for gentlemen



Made of preservative oil and leather savers, renewers and beautifiers—the shoe-dressing of standard quality for nearly a quarter of a century.

The Raven Gloss Mfg. Co., 71 Barclay St. New York City
If your dealer hasn't it, we will send you a full-sized bottle by prepaid express for the price, 25c. in stamps.

"How do you select publications?"

"Our own judgment, assisted by those of J. Walter Thompson and Nathaniel C. Fowler, Jr."

"You have a good position here," said I, pointing to an ad in a weekly.

"Yes. In that class we exact next to reading. We are going to be exacting in magazines hereafter, too."

"Don't you advertise by sending out samples?"

"We do not, except on receipt of retail price. In each ad we offer to send a bottle of Raven Gloss, prepaid, on receipt of twenty-five cents, to any one unable to get it from a regular dealer. We then direct special efforts at the dealers of each town from which inquiries come." J. W. SCHWARTZ.

AMERICAN RAILROAD ADVERTISING.

It has induced thousands of foreigners to visit every section of our country who otherwise would never have come here. It has been the means of the investment in the United States of untold millions of foreign capital. It has been one of the strongest aids to the expansion of American commerce in every direction.—George H. Daniels.

ANOTHER CHILD DESERTED.

A male infant about two months old was found wrapped in flannels in a basket in the yard of Mrs. Joseph Lacey, Second and Adams streets, about 8.30 o'clock last night, having been deserted by its mother. It appeared to be in good health. It had red hair. Mrs. Lacey cared for the waif and notified Police Captain Chambers. Four bottles of milk and the following note were also found in the basket:

"Take four cups of milk and scald it. Take two fairly heaping teaspoonfuls of Eskay's food, mix it with a little cold water, then add two cups of boiling water and boil five minutes, then add it to the scalded milk and add two and a half teaspoonfuls of sugar.

"Give eight ounces at a meal warm, feed every three or four hours, four hours apart is better than three hours. He gets too full and uncomfortable if fed every three hours.

"You can get Eskay's food at any drug store. This quantity is enough for 24 hours. (Signed) 2056.

"September 23, 1899."

The basket was wrapped with a heavy piece of paper in which an express package had been wrapped, and as it bore the number 2056, the same as that signed to the note, the police think this may give a clue to the parentage. Two strange women were seen in the vicinity shortly before the child was found, and as one of them had red hair it is thought the child may have been left by them. An impression prevails that the child's mother lives in the neighborhood. Mrs. Lacey may adopt the little waif.

FROM THE FRONT PAGE OF "EVERY EVENING," WILMINGTON, DEL., OF NOV. 10TH. IS IT AN ADVERTISEMENT?

"PROFITABLE ADVERTISING" FOR NOV. 15.

"A Few Reflections Anent Advertising Agencies," making a plea for the agent.

"The Expansion of the Minneapolis *Times*," showing how, within the last five years, under Haskell and McConn, the *Times* has grown.

"The Farm Journals and the Advertisements," by John M. Stahl, asserting that farm journals are not favorably regarded by agents, because they do not stand by their rates, they take "trade" in payment of space, do not put sufficient energy in the subscription department, and discriminate between agents.

"About Farm Papers," giving the circulations of a number of large ones.

A sketch of C. E. Ellis and his various enterprises, amply illustrated.

"How A Unique Weekly is Winning Success," being a sketch of the *Great Round World* of New York.

"The German Press," an interview with Max H. Fischer.

A GOOD advertiser is forever on the lookout for hints or suggestions for use in his announcements. He studies what his competitors say, not so much with the intention of copying their announcements, as of observing what he may learn from their methods.—*Jewelers' Weekly*.

HOUSE FURNITURE.

THE METHODS OF THE BROOKLYN FURNITURE COMPANY.

Inhabitants of Greater New York are familiar with the advertising of the Brooklyn Furniture Co., whose announcements have been conspicuous for their boldness and liberality for many years. Thinking that the director of the

pose of supplying the people of Brooklyn with good household furniture for cash, or on easy terms of credit. Mr. Mason, the founder of the firm, was a great believer in advertising, and to this fact may be ascribed the enormous business we are handling. "Are your customers in Brooklyn only?"

"By no means. The citizens of this borough were, at the beginning, our only customers, and at first we advertised only in the Brooklyn papers, but as time wore on and the small advertising we were doing paid us, we gradually increased our territory of publicity until we took in most of the metropolitan newspapers and the best of the suburban papers."

"Do you use the newspapers only then, Mr. Thompson?"

"That is all. We believe the newspaper is the only medium that carries a message direct and simultaneously into the homes of the people. Outside methods do not appeal to us. Our aim is to furnish the homes and we prefer to send our appeal right into the homes at once."

"If it is a fair question, about how much do you spend annually in newspaper advertising?"

"Well, we have spent as high as \$80,000 in a year, but of late years we have not found it necessary to spend more than half that amount."

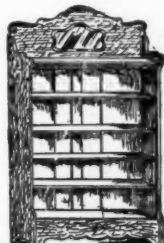
"And why not?"

"Because more would be money thrown away. We started this business as a permanent institution, and with the firm determination to give satisfaction to our customers. We have lived scrupulously up to our intentions,

Brooklyn Furniture Co.

The Furniture, Carpets and Housefurnishings that you buy here are of the sort that will give you perfect satisfaction. The style and quality are superior to any shown. Our facilities for handling quantities of goods and disposing of them quickly enables us to quote lower prices than any other house, either for

CASH OR CREDIT.



This is a Solid Oak Bookcase, 50 inches high and 50 inches wide, has brass rod and adjustable shelves, with large bevel glass mirror in carved top; regular price, \$55.00; special this week at \$5.00.



This is a Solid Oak Office Desk, high roll top, double row pigeon holes, polished wood bed and complete in all details, 50 inches long; regular price, \$24.00; special this week, \$15.00.



This is an elegant Arm Chair, suitable for any room in the house, highly polished in mahogany, inlaid marqueterie panel, upholstered in fine silk damask; regular price \$14.00; special this week, \$5.00.



This is a picture of a very handsome Parlor Library Table, 36 inches, round top, made in fine mahogany or quartered oak, piano polish; regular price, \$22.00; special this week, \$10.00.

CASH OR CREDIT.

Brooklyn Furniture Co.,

559 to 571 Fulton Street, Brooklyn, N. Y.

firm's advertising might have an interesting story a PRINTERS' INK representative recently called upon Mr. Thompson at the establishment on Fulton and DeKalb avenues, in the borough of churches.

"The business," said Mr. Thompson, in reply to a leading question, "was established about twenty-five years ago for the pur-

and the result has been our old customers talk about us so favorably that they send us new customers. Now, don't you see that this fact obviates the necessity for a good deal of advertising?"

"Is it that you are particularly liberal in your terms of credit?"

"No. It is that we give the people excellent quality for the money, whether they buy for cash or on credit. Personally, I think that this is the keynote to many successes that are wrongfully ascribed to great advertising. It is not what you say but what you do that tells. Less advertising will do when the advertising is backed up in the store. Some people have the impression that our goods are of a cheap character. They find out their error when they come to examine and price them. If we kept poor, or even indifferent qualities of furniture, we could not last long among the classes of people who patronize us."

"And might I ask what these classes are?"

"Perhaps not the ones you think. We have the wealthiest people in Greater New York, who buy here for cash, or run an account with us; we have the middle well-to-do classes who furnish their homes and their business offices here, and to whom we give liberal terms of credit; and we have the poorer classes, who can only afford to pay a little cash down and a trifle every week or month. In fact, we serve all classes, and our advertising is so directed that it will appeal to the millionaire as well as to the humble clerk just contemplating marriage."

"I should think that marriages would be great aids to your business, particularly among those who have small means with which to commence housekeeping."

"These people used to be our chief customers at one time, and you may be interested to know that I can point to the homes of many of our most prominent citizens, and show you some of our earliest patrons, who bought from us when they never had a thought of rising to the eminence and opulence they now enjoy."

"Do you use cuts in your advertisements, Mr. Thompson?"

"Always. We are great believers in illustrations, and we were the first furniture advertisers in Brooklyn to use them. The cut presents a more adequate idea of the article advertised than any words can."

"Is your advertising matter prepared by an expert or by yourself?"

Mr. Thompson smiled.

"I prefer to do it myself," he said simply, "but, at the same time, I have no desire to run down your expert adwriter. However, I don't think he is, or can be, sufficiently well equipped to compete with a man who has been in the closest kind of touch with a particular kind of business all his life. There are a thousand and one things about furniture that one has to understand before he can write intelligently on the subject."

"Have you found PRINTERS' INK any help to you in preparing your matter?"

"I consider PRINTERS' INK a help to any practical advertiser. I read it regularly and with interest. At times there are in its pages some articles or paragraphs that appeal directly to me, but at all times it is interesting. Looking backward over the last dozen years I think the Little Schoolmaster has wielded a powerful influence in advertising."

JOHN S. GREY.

THE MAN AND MR. BARNUM.

By Little Ethel.

I want a job in your show, as a curiosity, said the man.

You are no curiosity, said Mister Barnum; you are only an ordinary man. Now, if you had two heads, three arms, several wives, or something of that kind I might employ you.

Oh, I can beat all these put together, said the man.

What is your specialty? said Mr. Barnum.

I am the only man on earth who has never heard of Burke's Drug Store, Montgomery, Ala.

Walk back, said Mr. Barnum, and have a chair, how much do you want a month?

Twelve hundred and fifty dollars.

That's a steep price, said Mr. Barnum, but I'll have to give it to you.

(And the man put his feet on the table and lighted a cigar).

The  Sun.

**HAS MORE READERS
IN GREATER NEW YORK
THAN
ANY OTHER NEWSPAPER
AND A
LARGER NUMBER
OF FIRST-CLASS READERS
THAN ALL THE OTHER
NEWSPAPERS PUBLISHED
IN
NEW YORK COMBINED.**

ADVERTISING INSIDE THE BUTCHER SHOP.

By John C. Graham.

I may be wrong, but my own impression as a meat buyer is that cheapness is not an inducement unless the quality be there. I do not care for "bargains" in food-stuffs, and I would not buy cheap meat simply for the sake of saving a cent or two per pound. In fact, there is no saving in doing this. In selling meat and poultry, therefore, I would rather lay stress on the quality than on the price. With this idea in view I submit the following suggestions for cards to be hung promiscuously in the store of an up-to-date butcher:

If you are looking for quality of meat, stop here; if for quantity for a low price, please go elsewhere.

We refuse all kinds of meat that is not strictly first-class. If you are equally as particular we can count on you as a regular customer.

Think of the quality first and the price afterwards. Judged that way, all our meats will be acknowledged as really the cheapest.

Why is our Prime Roast always "in condition?" It is furnished by selected beasts, it is carefully "hung" and not offered for sale until fit for an epicure to eat.

How did you like that last joint you bought here? That's what brought you here to-day, eh? Well, you'll find the same quality the year round.

We don't sell ancient hens as "Spring Chickens." All our poultry is young and freshly killed—you can have it killed to order when you please.

To properly appreciate a steak just try a Porterhouse here. It will, if rightly cooked, melt in your mouth, and it has a most delicious flavor.

Honestly, we are not looking for transient customers, except to convince them that it is to their interests to trade here always. How do you feel about it?

Our first and last thought are for your satisfaction. We are doing all we can insure it. If there is anything else we can do, let us know.

When you invite a friend to dinner, get your joint or bird here, and you will know that your guest's satisfaction is assured.

We don't cater to a cheap trade. It's the good judge of meat we want to deal with. The critics know the value of first-class meat.

We positively welcome reasonable complaints, as it is a pleasure to rectify them. Please remember this if you ever have occasion to find fault with us.

We have no bargain sales here. There are cheap meat stores elsewhere for those who prefer quantity to quality.

ADS FOR AGENTS.

Complaints of falling off of replies to ads for agents are general in these days, but natural. The good papers that used to pull nicely are still good mediums, but agents are becoming scarce. Times are good and people able to work as agents are busy and don't want new jobs. During the hard times agents answered nearly every ad, expecting to strike something that they could easily sell. Now most of the agents are working and making money. There is a scarcity of agents, for which the good times only are to blame.—*Mail Order Journal*.

KNOW WHAT HE WANTED.

They ask for a copy of the *National Advertiser*, and yesterday when I offered one of them **PRINTERS' INK** he declined with thanks, saying that he preferred the *National Advertiser*, if I had it to spare.—*F. I. Carruthers, manager of the Denver Times*.

ART FROM THE "NATIONAL ADVERTISER"
OF NOV. 15, 1899.

The Blazed Path

IS THE ONLY ONE TO FOLLOW.

THE DENVER REPUBLICAN

Carries the Advertisements of

Ayer & Co.
Apollinaris Water.
Anheuser-Busch Beer.
Angostura Bitters.
Baker's Cocoa.
Benson's Plasters.
Battle Ax Plug.
Borden's Condensed Milk.
Berlitz Schools.
Buffalo Lithia Water.
Columbia Bicycles.
Carter's Liver Pills.
Chicago Corset Co.
California Fig Syrup.
Church Kidney Cure.
Cuticura Remedies.
Castoria.
Dr. Lyon's Tooth Powder.
Dr. T. A. Slocum.
Dr. R. V. Pierce.
D. M. Ferry & Co.
Detroit Stove Works.
Ely's Cream Balm.
Earl & Wilson.
Harper & Bros.
Hood's Sarsaparilla.
Humphrey Medicine Co.
Hostetter & Co.
Imperial Chemical Co.
Jenness Miller.
Kingsford's Starch.
Ladies' Home Journal.

Lydia Pinkham Co.
Lehigh Valley R. R.
Liebig's Beef Extract.
Little, Brown & Co.
Lydia E. Pinkham.
McClure's Magazine.
Monarch Bicycles.
Munyon's Remedies.
Pyle's Pearline.
Pyramid Drug Co.
Pond's Extract.
Postum Cereal.
Paine's Celery Compound.
Royal Baking Powder.
Radway's Ready Relief.
Redfern & Co.
Sapolio.
Scribner's Magazine.
Scott's Emulsion.
Swift's Specific Co.
Swift's Wool Soap.
Spaulding & Co.
Stuart's Tablets.
The Goodyear Co.
Tarrant's Seltzer Aperient.
The Century Magazine.
Vin Mariani.
Winslow Soothing Syrup.
Warner's Safe Remedies.
W. L. Douglas.
Youth's Companion.

Better go with the Successful Ones

THE
S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising.

Tribune Building, New York,

"The Rookery," Chicago.

Home Office:

DENVER,

COLORADO.

APPROPRIATE CARDS FOR CIGAR STORES.

By John C. Graham.

Whether a business be advertised in the newspapers or not, it is always advisable to have it advertised in the store itself, so that a casual customer may see something in the way of an invitation to call again. The only way to do this properly is by means of novel and striking cards displayed in the store. When appropriate, these are always good advertising, but it depends entirely on the nature of the business as to how they should be written. Some lines may be humorously treated and others may not; the suitability of the business must be studied by the writer of the card's. Brevity and directness are not only desirable but necessary, and each card should contain a distinct and separate point of its own.

Below are a few suggestions for appropriate cards to be hung in a cigar store:

Let your troubles vanish in smoke—you'll find a "Victor" cigar the best aid.

North, South, East or West.
Our "Dime" cigars you'll find the best.

Like a good advertiser, we are constantly "puffing" our own goods. We like them, as you will after a trial.

Our "Navy Plug Tobacco" is a good chew to choose, if you choose to chew.

"Victory" Smoking Tobacco.
"Put it in your pipe and smoke it."

No tobacco is too good to smoke—that's why we sell only the best.

These cards are capable of great variety and should be changed so often as never to appear stale. They can be written by hand or prepared by a printer at a low cost. Stencils, however, are the best things for a small dealer to use, as they cost little and are permanent.

ONE VIEW.

The advertisement with a picture in it is never half so strong as the picture with an advertisement in it.—*Musgrove's Publicity for Printers.*

GOOD SENSE.

Economy is a significant motto. But sometimes economy is the worst kind of extravagance. A man could hunt bears with a \$1 pistol, but if he found the bear he would wish he had given \$50 for the best repeating rifle. One way he has no show at all, the other way the chances are on his side. This holds good in the case of the advertiser. The money given to a poor paper is spent, while that given to a good one is invested. There is always a "best" paper in every town—find that paper and stay with it. The best paper always gives you more for your money. It costs more in proportion to produce 400 circulation than 4,000. If you have something of more than usual interest to the public, double your space in the best paper. Don't limit yourself in the best paper in order to take space in a poor one. You would not leave a nice porterhouse half eaten that you might have room in your anatomy for a piece of hard tack. Remember the best newspaper attracts the best people, just as does the best hotel.—*Davenport (Ia.) Times.*

CATALOGUES.

In preparing a catalogue the actual selling price should be plainly printed in it, and this should on no account be neglected. A catalogue, without prices is apt to beget an impression that the seller will take what he can get, and will create a suspicion in the mind of an intending buyer who does not know the price that he is being overcharged. A written price list accompanying the catalogue is open to the same objection. It may also be lost or mislaid when the catalogue is consulted at a later date. If prices are continually changing then have but small editions of the catalogue printed at frequent intervals, say twice a year. It would be a good plan to electotype the pages of the catalogue. The price figures can be changed any time, and the expense is not heavy. A well-drawn picture of considerable size will tell more than a page of description can. The picture belongs in the catalogue.—*Agricultural Advertising.*

WHERE HE SAW IT.

Some concerns, instead of keying their ads in periodicals, attach an inquiry like this to their order blanks for goods:

"In what publication did you see our advertisement?"

This, when answered, assists in giving a better value to the real "pullability" of an ad than a keyed initial or number in the announcement itself. Yet the advertiser is likely to occasionally receive such an answer as this, which appeared in one of the Cornish Company's order sheets, it is said:

"I saw your ad in every magazine I picked up for the last ten years."—*Our Silent Partner.*

EASILY.

"Could you tell me what this prescription calls for?" asked the inquisitive citizen.

"Yes," answered the clerk, as he glanced over it rapidly, "fifty cents."—*Washington (D. C.) Star.*

Still Increasing:

The remarkable increase in advertising printed in the COMMERCIAL ADVERTISER for many months past is fully sustained by the following showing, October, 1899, compared with October, 1898:

Real Estate - Increase 170%

Publications - Increase 43 "

Financial - Increase 153 "

Dry Goods - Increase 30 "

High-class advertising from representative advertisers in a high-class evening paper read by intelligent men and women—a well-to-do and influential clientele which is constantly increasing. Advertising rates reasonable and invariable.

The Commercial Advertiser

NEW YORK.

THE BUTCHER'S CUSTOMER.

The ultimate success of advertising depends to a great extent upon the business methods to which it introduces the customer. That is one reason why the following letter from a correspondent may be of interest to readers of the Little Schoolmaster:

The talk against trusts seems to be increasing every day.

And the trusts and their resources seem to be increasing quite as rapidly.

There are many people who are justified in making complaints against trusts, but I am inclined to believe that the majority of those complaining would not have occasion to do so if they would treat their customers as liberally as the majority of trusts do.

A short time ago I "dropped" in the restaurant on the twenty-third floor of the American Tract Society Building, and in course of a conversation with the proprietor some facts were brought out which illustrated my point.

He said: "My meat bill is about seventy-five dollars a week. I had been patronizing a small dealer—one to whom that amount seemed large—but he really forced me to buy from a big company, one of the most extensive meat companies in New York.

"It was this way: I preferred to help along the small man who needed the help but one day he sent me about forty pounds of meat that was tough. It was good and fresh but not up to my standard. I complained and gave him a chance to correct his mistake but he refused to do so. He wanted to fix the matter up by making a slight reduction in the price. Of course, that wouldn't do. I told him that I would require another lot of meat to take the place of the tough lot and that no other arrangement would be satisfactory. Well, he was too short-sighted to see when he was well off. The result, as I said before, was that I quit him. That was a number of months ago and I would be patronizing him yet if he had done the right thing.

"Seventy-five dollars a week

isn't 'a drop in the bucket' to the company I am now buying from, but they are very careful and prompt and liberal about correcting errors. A short time ago they sent me some meat that wasn't just right. I told them about it and they gave me credit accordingly. They didn't attempt to convince me that the meat was all right. They didn't do any dicker-ing. They simply made sure that I would be satisfied with the proposed adjustment and then they said no more."

Good advertising is essential but there are other essential things.

The advertisers too often lose their seventy-five-dollars-a-week customer because they are backward about losing their forty pounds of meat.

And then the seventy-five-dollars-a-week customer often talks enough to offset a lot of their good advertising.

THROUGH THE BUYERS' EYES.

Put yourself in the buyer's place. Step outside and take a peep at your store. See what arguments would be necessary to make you a buyer, and advertise accordingly. It's a faculty that all do not possess, but seeing your store as others see it, is necessary to successful advertising. — *Advertising World*.



A COPYRIGHTED CUT, REPRODUCED BY PERMISSION OF W. F. HOOPER, ADVERTISEMENT DESIGNER, NEW YORK, WHO USES IT TO ILLUSTRATE THE IDEA THAT THE FALL OVERCOAT IS "OUT OF SIGHT."

Local Advertisers

are quickest to note changed conditions in the newspaper field. Northwestern advertisers in the past six months have given the

St. Paul Globe

over 1,000 columns more advertising than they did during same months last year.

Convincing proof may be had with a 20c. want ad for a test—one cent a word under any heading.

ITS CIRCULATION

has been steadily growing, without coupons, schemes or guessing contests, until now it exceeds

22,500
DAILY

26,000
SUNDAY

If you want mail orders you can reach 19,000 thrifty farmers in the SEMI-WEEKLY GLOBE for 70c. an inch for two insertions. Let us tell you more about it.

THE GLOBE CO., St. Paul, Minn.

Eastern Representative,
CHAS. H. EDDY,
10 Spruce Street,
New York City.

Western Representatives,
WILLIAMS & LAWRENCE,
Harry Fralick, Mgr.,
87 Washington St., Chicago, Ill.

WORTH READING.

Ask a man who has spent his life selling clothing, about the millinery business, and he will tell you he doesn't know anything about it. The grocer will tell you the same about the hardware business, and so on; but it's strange that they all think they understand the advertising business.

Many bright men have spent years studying advertising and still they admit they don't know it all. But the man who hasn't given the matter any particular thought or attention insists that his own ideas and plans in writing and placing advertising are always right. It goes without saying that he usually get little or nothing in the way of results and at once denounces all advertising. There are hundreds of men now spending money in advertising which is simply thrown away. Why? Because they fail to attract attention, the very thing they are striving for.

One-half the advertising done has nothing about it to attract or hold attention. The reader doesn't even know he has seen it. Now, put something there that is unusual, striking, unique, something different, and you get the attention every time.

Put originality in your ads and you will hear from them; they will do you good. But don't understand this to mean something "freaky." There are plenty of things about any business which will interest people and bring them to you. There are plenty of ways to say a thing which will convince them that your goods or way of doing things is better than your competitor's.

If you don't know how don't be ashamed to say so. Get the advice and help of a man who does. But be careful to get a man who knows advertising just as well as you know shoe selling or fruit buying. Then let him combine your knowledge and his, and you will get ads that are "different."—*Pacific Coast Advertising.*

MANY an advertisement convinces a reader and then spoils the good effect made by saying too much.—*Agricultural Advertising.*

THE SATURDAY
EVENING POST

Gives you a circulation of 200,000 copies every week for one dollar per line. You can buy space now for one dollar that later will cost you two dollars. The *Saturday Evening Post* is to be pushed into a circulation exceeding that of any weekly in the United States—what you have seen in the periodicals and daily papers for the past few months is but a drop in the bucket—a starter. The *Post* as it is intended to be hasn't started: Editorially, the best brains of America, and some of the best of England, are at work for us; mechanically, we are getting ready to print anything we may be called upon to issue, and to enlarge to 32 pages if necessary.

We believe in advertising—nearly \$200,000 have been spent in pushing the *Saturday Evening Post* since last May, and this is only a foundation. We look upon it as an investment which will return us the money invested in three years.

We have a large circulation to show for our expenditure, but the profit on the business secured the first year is not expected to pay the advertising bills.

We, like the farmer, wait until the proper season to harvest our crop—and we shall continue to sow our seed for succeeding harvests.

We offer you a good investment in its advertising space at the present price.

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

THE ADVERTISER'S RIGHT.

By Mr. E. P. Call.

Why should not the advertiser have the right to know the circulation? Is there any other business in which the purchaser is obliged to take so much faith as in advertising? When a man buys merchandise or live stock or services he is entitled to and is usually given all particulars, and if they are misrepresented he can easily find out the truth. But in advertising there is all the more reason why the buyer should be given all the facts that determine value, for he has little or no opportunity to know or judge for himself. It seems to me so plain a proposition that I can not believe any publisher can fail to appreciate the advertiser's right, even though he may not be willing to acknowledge it.

Those of you who have tested the matter in specific cases have doubtless found the chief reason for declining to state circulation to be that "the man across the street lies so about his circulation that we do not propose to show him what figure we must lie to beat." Of course, it is not always that. Some publishers say that they do not tell simply because they do not consider it necessary. "We give our patrons results, and they know by experience and by our general style that we go among the best people and have an extensive circulation." That is all very well, but there is not, and probably never will be, a medium which will always give every advertiser satisfactory results. The very best is sometimes found wanting.

I do not propose to refer to the "circulation liar" at length, but will pass him by—and, alas the day! he is in the majority—with only a word.

There are many kinds and many styles of circulation liars. Like the fresh eggs he varies a vast deal. He may be separated into three classes; the awful liar, like the representative of a certain high-class American paper who was asked by a London advertiser the circulation of his paper and said, "Well, what is the circulation

of your *Daily Telegraph*?" "About 300,000," said the advertiser. "Well, we have as much as that," said the liar. Then there is the medium liar, and last we have the simple liar who only lies a few thousand, which he reconciles to his conscience by thinking in his mind of the four or five people who are supposed to read each copy of his paper. Imagine a publisher who will claim nearly 200,000 for a circulation of from 40,000 to 60,000! Such a man will doubtless make a great deal of money out of his lying, so how can we wonder when his career has shown him to be absolutely without true moral instinct.

In the good old days of the *Boston Herald*, where I received my first newspaper experience as private secretary to one of the whitest men who ever graced the journalistic profession—Mr. R. M. Pulsifer—the exact figures of the average circulation were printed each month, no matter whether they showed a loss or not, and not only did we who were on the inside know those figures to be honest, but all the patrons of the paper who knew its proprietor felt them to be so as well.

Is there a man who is honored by the acquaintance of Major Richards, of the *Indianapolis News*, who doubts that gentleman's statement as to the circulation of that paper? Thank Heaven, there are others, as, for example, Mr. S. H. Kauffmann or Mr. F. B. Noyes, of the *Washington Star*, or Mr. Samuel Bowles, of *Springfield*, and many more.

There are two things which are invaluable to an advertiser which he is fully entitled to know and feel. One is the exact number of copies printed, and the other is absolute confidence in the man who makes the statement to him. If that man has not a clean record, or if he does not inspire confidence as being sincere and honest, it would be better for him to let the advertiser guess at his circulation. In fact, no matter what statement he may make, it is sure to be divided by two if not by four in the mind of the advertiser, and instead of getting the price he asks he will receive and frequently

accept an offer of about one-third. I know of nothing so convincing of circulation as an invariable rate. But of course the element of quality comes in here with telling force, and few of the shrewdest advertisers fail to appreciate the fact. Ten thousand of the highest-class circulation is, as a rule, well worth as much as fifty thousand of a cheap circulation among the great unwashed. Even for a patent medicine or a washing powder that sells for 5 cents a package this is frequently true, for there is a prestige to be obtained from the use of high-class publications, which is certainly very valuable. The great foreign or general advertisers hesitate to pay a quarter of a cent a line per thousand for many a paper claiming 50,000 circulation, while they will generally pay as high as three-quarters of a cent or even one cent a line per thousand for some papers of from 15,000 to 25,000, and this with satisfaction. They can not trace the results very definitely, but they have more confidence in the influence of the better mediums.

Yes, the advertiser has a right to know the circulation, but just how near the time may be when he will know the truth, except in one case out of fifty, far be it from me to predict. Perhaps some day there will be a sort of mercantile

agency for circulation which the publishers will respect and cultivate, and which will be convincing to advertisers, but until then or the millennium the advertiser must grope his way in the dark and add his grain of salt where his judgment dictates. "Tell the truth" is a good motto for the advertising man. Tell the whole truth, and if you look the customer squarely in the eye, make him feel your sincerity, and, fixing your rate card on a fair basis, stick to it through thick and thin, you'll get the contract. You may have to call again, but you will get the contract.—*Benyon's List of Journals.*

NOT PRAISE, BUT ORDERS.

Says the Fred Krug Brewing Company of Omaha: Don't admire the advertising, but admire the beer. How do you suppose we can enlarge the brewery and have a thousand men employed, if you say: "That's a good advertisement," and don't order a case of Krug Cabinet. If you don't want to buy Cabinet beer don't read our advertising—a man can't read our ads and not drink our beer—not very long, at any rate. Continue to read our ads and you'll be ours, shortly. That's what we advertise for—we want everybody for our customer—and when we get one, we never lose him. Our beer's, oh, so good—at this time of the year especially. Try a case.—*National Adver-*

A HOME-MADE PRESCRIPTION.

"Jack, my health is wretched. I ought to go away."

"Isabel, if you quit reading those seashore advertisements your health will be all right."—*Chicago Record.*

Physicians of Leavenworth.

DR. J. S. WEVER.

Eye-Ear-Nose-Throat

HOUSE, 522 Osage | Office Hours, 10-4.

OFFICE, Ryan Bldg. | Sunday, 10-12.

F. M. THOMAS, M. D.

Office hours 10-12 a. m.; 2-4 p. m.
Tel's. 224. Office N. E. Cor. 5th and
Cherokee Sts

E. S. WOOD, M. D.

Office N. W. Cor. 5th and Cherokee & L.
Phone (N.) 174. Res., 524 Michigan Ave.
Phone (O.) 108.

F. G. MURPHY, M. D.

OCULIST, of K. O. Altman Bldg

With Dr. Van Eman Thursdays.

Office Hours, 9 to 12; 1 to 3.

Ryan Bldg. Phone (old) 463.

DR. MCKEE.

Office and Residence southeast corner
5th and Delaware. Office hours when
not otherwise engaged.

C. R. CARPENTER, M. D.

Office Hours, 10:30 to 12; 2:30 to 4.
Rooms 7 and 8 Manufacturer's Bank
Building.

W. H. APPLETON.

The history of William H. Appleton's life is the history of D. Appleton & Co. As a boy he was in constant association with his father, Daniel Appleton, at the little retail store which the latter opened in Exchange place when he went to New York from Boston, in 1825. When the founder of the house published his first book, "Crumbs from Master's Table," in 1831, William H. Appleton was employed as a clerk in his father's store. From the time of his first venture his part in building up the business of this house was a conspicuous one for over sixty years. His associations with foreign authors began with Thomas Moore, and his acquaintance with English publishers goes back to the lifetime of the elder Murray. At one time he enjoyed a close association with Thackeray, when the latter was residing in Paris. In this country, Halleck and Bryant were among the hundreds of authors with whom he had personal or business relations. He was a leading spirit in the direction of great undertakings like the American Cyclopaedia and "Picturesque America," and his business life included a safe passage through the troubled waters of three great financial crises—in 1837, 1857 and 1873. In addition to his publishing interests, he had an important part for years in the direction of the New York Life Insurance Company and other large enterprises. One of the earliest and most persistent advocates of international copyright, he and his partner recognized the moral rights of foreign authors when they were constrained by no legal obligations. It rarely happens that a record of a life shows itself so crowded with large and varied interests and so productive of results.—*Carlton Caveat.*

THE ART OF ARTS.

The average merchant considers the holidays more in the light of a gigantic advertisement than as a money-making season of the year. In most instances the extra expenses incurred, the margin of stock sure to be carried over and the shrinkage of sales paying a good ordinary profit will more than counteract the balance of profit on novelties, nicknacks and fancy goods which are largely in demand at this season.

Unless a merchant has a store large enough so that the novelties are simply additions to departments already formed, or unless he be so extremely fortunate as to practically clean up all the extra goods put in stock, he is sure to find a large proportion of his profit in merchandise largely unsalable at any other season. Yet, on the other hand, none of us would forego the value of the holidays from the advertising standpoint. When one considers the thousands of people trading daily at even our smaller stores at this season—people, many of them, who go into the store but rarely—then there is seen the value, which, if rightly taken advantage of, more than counterbalances the loss of any immediate profit. The most successful merchant to-day is the one who can draw a crowd to his store, and after they are there sell them merchandise which they had no idea of buying.—*Buyer and Dry Goods Chronicle.*

THE AMOUNT OF PAPER USED.

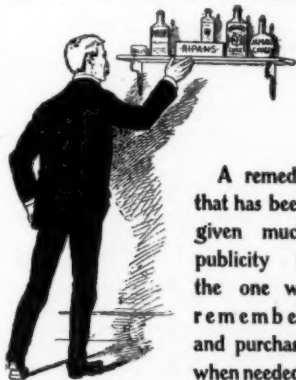
Interesting statistics of the production of paper in the United States have been compiled by the department of labor at Washington. It appears that this country uses annually more than \$100,000,000 worth of paper, or an aggregate of 4,000 million pounds. A little less than a third of this is used by the newspapers. The wrapping paper amounts to about two-thirds as much as the newspapers and almost half as much is used to manufacture books as to print newspapers. The production of the various kinds of paper boards amounts to over 300,000 tons annually, or more than half the production of news paper. Builders use 60,000 tons of paper, not including the 45,000 tons of wall paper produced annually. About half of all the paper is produced in the States of New York, Massachusetts and Maine, though there are sixteen other States that produce large quantities, and twenty-seven other States report some paper produced. Paper is one of the emblems of civilization. The amount of paper used is a test of the progress of a nation. There is no other country in the world where so much paper per capita is used as in the United States. The circulation of newspapers and magazines is greater here than in any other part of the earth, more books are read, more stationery used in correspondence and more in the other ways in which paper adds to the convenience and the pleasure of man.—*Kansas City (Mo.) Star.*

A POSSIBLE POTENTIALITY.

Mother—Willie, how dare you take all the playthings away from your little brothers and sisters? Father—Let the boy alone, Maria. Maybe some day he'll grow up to be the head of a great trust.—*Philadelphia Record.*

HE SEES THE ADS.

"In the spring a young man's fancy lightly turns to thoughts of —" blood purifiers.



A remedy that has been given much publicity is the one we remember and purchase when needed.

An idea from the Dry Goods Economist.

EFFECT OF A BOYCOTT.

Office of
WESTERN PENNSYLVANIA RETAIL DRUG-
GISTS' ASSOCIATION.
412 Market Street,
PITTSBURG, Pa., Nov. 22, 1899.
*Ripans Chemical Co., 10 Spruce street,
New York City:*

DEAR SIRS—We have noted with some pleasure that you have removed the 48-cent price from your advertisements of recent date, and in consideration thereof we desire to extend our thanks. This was one of the obnoxious features that helped to bring about the present unpleasant business relations existing between your company and this association. If you feel that the support of this association would advance your interests, and you are willing to make concessions on prices that will conform to the \$2.00, \$4.00 and \$8.00 prices established by the N. A. R. D. and then confine your sales to the legitimate channels of trade, we will gladly remove the embargo on all your preparations, and endeavor to advance your business interests to our mutual advantage. May we have the pleasure of an early reply? Yours very truly,

E. C. GARBER, Sec'y.

Office of
THE RIPANS CHEMICAL CO.,
10 Spruce Street,
NEW YORK, Nov. 25, 1899.

*Mr. E. C. Garber, Secretary Western
Pennsylvania Retail Druggists' As-
sociation, 412 Market Street, Pitts-
burg, Pa.:*

DEAR SIR—Your letter of November 22 is at hand.

When our business was established, October 1, 1891, we adopted a quantity price, asking no questions of a buyer provided he had an established credit or brought the money in his hand.

The eighth year of our business was completed last month and the net sales for the eighth exceeded the total for the preceding seven.

Only six cities in the United States favor us in 1899 with as many orders or for such large amounts as we receive from Pittsburgh. They are New York, Chicago, Philadelphia, Boston, Baltimore and Albany. In sales for 1899 Pittsburgh is ahead of San Francisco, St. Louis, Cincinnati, Cleveland, Buffalo and New Orleans.

Our Pittsburgh trade is considerably more than four times greater in 1899 than it was in 1898.

We hold ourselves in readiness to change our business methods if we can be made to see that a modification is likely to be beneficial, but under the circumstances do you think we should be wise to make any change in them? Your reply will oblige,

Your obedient servants,
THE RIPANS CHEMICAL CO.,
(Signed) Oscar G. Moses, Pres.

The idle or the curious are most attracted by the handbill thrown into the dooryard. The busy housewife or the business man have no time to look for the message of the advertisements thus thrust upon them. But the newspaper gets its audience when the reader is in a frame of mind to notice all it contains of news and advertisements.—*Davenport (Ia.) Times.*

HUMOROUS ADS.

6 Wall Street,
NEW YORK, Nov. 24, 1899.

Editor of PRINTERS' INK:

There is much to be said for the mirth-provoking advertisement, provided we can make the readers laugh with us, not at us. If we give a man a chance to laugh heartily with us, the chances are that we make a friend of him, and it is cumulative friend-making that eventually makes a business big. It is the little touches, like giving an inch more to the yard, a willingness to take all the goods down from the shelf to sell a customer a yard of stuff, a cheerfulness in rectifying mistakes, and a merry countenance full of good will and good cheer, that make of good will in town think that there is no place like Blank's for shopping.

I wrote this some time ago for an insurance company:

"Lean up against me, old friend," said the lamppost, as he felt himself embraced by a shaky and rather uncertain individual, "You'll find me as sturdy and strong as the Royal Benefit Society."

A grocer would lose nothing by advertising in this strain:

"We do cheat sometimes. We weigh the holes in Swiss cheese."

PRINTERS' INK seems to get into all the corners of the country. It is teaching me geography. It is also acquainting me with the fact that the merits of humorous advertising appeal to people everywhere. Some samples were sent me by a confectioner in a little out of the way town in Nebraska, asking me to quote prices on advertisements of a similar strain; and a small town in California sends me a request for something of the same sort. Through PRINTERS' INK I have secured a steady customer in Baltimore. And the large cities are coming into line.

MISS M. WOODLE.

A TEXAN'S TROUBLES.

1308 Main Street,
FORT WORTH, Tex., Nov. 16, 1899.

Editor of PRINTERS' INK:

I have often wished to start an advertising business here. I believe I will make it pay if I only knew how to proceed. I will subscribe for your valuable paper and give you an advertisement also if you will kindly tell me how to start and how to make a circular distributing and sign posting business pay. There are so many fakes and humbugs I cannot trust them, and this has led me to write to you. I do not belong to any firm or corporation, but am a young man, 25. I thought I could make a good living by honest, faithful service. Have the best of references from banks and business men. Please let me hear from you at once and oblige. Thanking you in advance, I am, yours,

SIDNEY WARREN.

A FRAUD DISCOVERED.

He stood beside that couch so fair—
He'd bought it for "A1 Best Curled Hair."

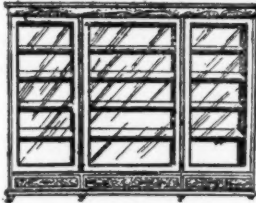
And saw the stuffing leaking out,
Then wildly rang his wrathful shout,
"Excelsior!"

—*Brooklyn Life.*

ONE MAN'S PLAIN.

NEW YORK, Nov. 20, 1899.
 Editor of PRINTERS' INK:
 The impression given after reading the advertisement of Ludwig Baumann & Company, in the New York Sunday Journal, of November 19th, is to me rather a bad one. I saw a handsome bookcase surrounded by reading matter in small type, advertised at the low

A very complete stock of **Library Furniture**. Many special attractions in Flemish, including Secre-



tary Bookcase, Tables and Desks, in elaborately carved designs; Mahogany and Golden Oak Bookcases, elaborate patterns.
 Prices on Bookcases **3.85**
 begin at.....

price of \$3.85. But on reading the small type matter I discovered that it meant the very cheapest and probably the poorest book case they had, for it said "Prices on Bookcases begin at \$3.85." What do the "prices on bookcases" end at? J. A. TOOMEY.

FROM OTTUMWA.

Advertising is what you make it. If you were buying a number of plants for your house you would not take them home, deposit them on the floor and leave them there without any attention for months? Certainly not. If you did they would soon die. You would expect to take good care of them, see that they have plenty of water and sunshine and are not left out for the frost to nip. If you buy a few inches of advertising space in a newspaper and then sit back in your chair, pay no more attention to it, and expect trade to flow into your door as a result of your ad, you will certainly be fooled. Advertising needs the same care, if not more, than the tenderest plant. It must be given attention all the time. A merchant told me the other day that he didn't believe in advertising, but he had to do a little to keep his name before the people. If a little would keep his name before the people, why would not more space, with the proper attention, bring trade into his store? It certainly would if he would stop to give his advertising as much attention as he does other details of his business. Advertising is like a plant. With the proper care and attention it will grow to mammoth proportions and increase the business of the merchant.—Ottumwa (Ia.) Courier.

LOOSE LEAF CATALOGUES.

We have encountered in our interviews with advertisers several who have adopted the loose leaf system for their catalogues. This is an idea worthy of consideration by certain classes of concerns. There are many cases in which it is found desirable to destroy matter which is obsolete in a catalogue even before its season is over, and also many cases in which new matter could be added to this same catalogue to advantage. Of course, this cannot be done in a catalogue which is bound in the usual way. In the cases to which we refer the binding was done with ordinary brass fasteners. We also have in mind one manufacturer of collars and cuffs, who at one time considered seriously a plan for issuing his catalogue to dealers in the form of a card system, a new card to be sent out each time a new collar or cuff or shirt was put on the market, and the dealer to be asked to destroy cards for those goods which were taken off the market. This plan was not adopted, but it would have been a most excellent one.—Advertising Experience.

A LITERARY PURSUIT.

Hoxey—That young chap in the golf suit writes for a living.
 The Lady—For the magazines?
 "No; mostly to his father."—Life.

OUR announcement can not make a merchant's fortune, any more than a single shot from a cannon can destroy a fort. The first should be followed by others. Results will increase without ceasing, if you cease not to advertise.—Lamalice.

AT THIS OFFICE, No.
 10 Spruce Street, New
 York, The Geo. P.
 Rowell Advertising

Agency keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive and forward advertisements at the same rate demanded by the publishers and is at all times ready to exhibit copies and quote prices.

NOTES.

THE man who answers the replies that come to advertisements has much to do with the ultimate success of the advertising.

THE Philadelphia *Record* tells PRINTERS' INK that it has received a reply from its ad in the Little Schoolmaster from Zwolle, Holland.

IN *Appleton's Popular Science Monthly* for December, with half-tone pictures of early American newspapers: Development of the American newspaper, by W. L. Hawley, of the New York *Evening Sun*.

THE *Svenska Amerikanska Posten*, the Swedish weekly of Minneapolis, puts its advertisements of itself in the shape of an Eiffel Tower, because it says it believes it is the Eiffel Tower among Scandinavian papers.

THE advertising of James S. Kirk & Co. is now directed by Mr. E. A. Vosburg. He has been in charge of their New York and New England business for the past fourteen years, and is said to be well equipped for his new responsibilities.

MR. J. T. WETHERALD, of Pettingill & Co. the advertising firm of New York, Boston and Philadelphia, contemplates withdrawing from the partnership January 1. Mr. Wetherald has been associated with the firm sixteen years, and has been a partner for twelve years. The reason is that he has become closely allied with, and financially interested in, several proprietary medicines.

I HAVE no criticism to make on any of the advertising agencies. They are in the business for what there is in it, not for love. It is their business to drive the best bargain for their clients that they possibly can, and it is our business to stick to our rate, which they will pay if we stick to it.—*H. A. Brockway, Watertown (N. Y.) Times*.

THE G. J. Johnson Cigar Company placed in an open carriage a man made up to represent Oom Paul, and the likeness was wonderfully lifelike. Drawn by horses that were gaily bedecked in colors of the South African Republic, on the front seat a liveried coachman, accompanied by a bugler, coming down the street it made an attractive sight.—*Grand Rapids (Mich.) Herald*.

A PROCESSION of horseless carriages went up Main street recently. We saw they were advertising the remedies of the World's Medical Dispensary. These horseless wagons are decorated with a handsome portrait of Dr. Pierce and appropriate reading matter. They are to be used in all large cities in the distribution of advertising matter.—*Buffalo Letter to Profitable Advertising*.

THE Philadelphia *Evening Bulletin* publishes a picture of the automobile it uses in delivering its papers. The storage capacity on ordinary roads is said to be twenty-five miles, a distance covered with one electric charge. The vehicles readily ascend grades fifteen feet in 100, and on level roads can travel at the rate of twelve miles an hour, though they are never driven at this rate on account of the ordinance governing the speed of vehicles on the public highway. The advantage of the automobile is that it effects a saving of about twenty-five per cent over the

horse in the time consumed in delivering the papers along the various routes and enables the *Bulletin* to place its papers at the most distant point of the city within half an hour after leaving the presses.

NOW comes the Bill Posters' Trust. It was incorporated Friday in Albany. The capital stock is \$250,000. The trust expects to reserve to itself the privilege of posting the majority, if not all, of the bills in Greater New York and the Empire State as well. The trust was formed by a combination of three of the largest billposting firms in the State. They were Reagan & Clark and O. J. Gude & Co., of this city, and Munson & Co., of Munson, N. Y. Besides these firms the trust has absorbed several smaller concerns. But one firm has refused the offers of the combination. This is the Van Buren Bill Poster Company of this city, which decided to go on sticking bills in its own way and at its own rates. The president of the new corporation is O. J. Gude, of No. 131 West Broadway.—*New York Journal, Nov. 26th*.

THE publishers of *Agricultural Advertising* are seeking to have that periodical entered as second-class mail matter, and while some claim that it is merely a "house organ" and therefore not entitled to second-class rates, we hold a different opinion on the subject. Undoubtedly the original intention of the magazine was to advertise the business of the Frank B. White Company, but, judging solely from the magazine itself, it looks to us as though it had developed into something better than a mere medium for securing publicity for its publishers. It is now a journal of particular interest to a large number of readers, and it covers an important and previously unoccupied field. The fact that it has reached a point where it actually fills a demand and finds a substantial number of people who are willing to pay for it, is evidence that it is a legitimate journal, and it should receive consideration accordingly.—*Profitable Advertising*.

"An odd name," says the *Chicago News*, "seems to be a good advertisement for a newspaper in the Far West, and probably that is why the *Sedalia Bazoo*, the *Texas Jimplecute* and the *Tombstone Epitaph* of other days have plenty of imitators or successors. Kansas and Oklahoma are particularly prolific in newspaper titles of this type. The *Shawnee Daily Dinner Bell* no doubt expected its name to have a welcome sound to the people of the region, but the founders of the *Kingfisher Kicker*, of the *Thomas County Cat* or of the *Western Cyclone* could not so expect. The *Pottawatomie County Plain People* has a good sound, and so are the *Hill City Lively Times*, the *Kansas Cowboy*, the *Comanche Chief* and the *Kiowa Chief* picturesque, while singularity is the strong recommendation of the *Ensign Razzoo*, the *Jay Hawkeve*, the *Prairie Dor*, the *Prairie Owl*, the *Whimwham*, the *Open Eye*, the *Fanatic* and the *Grigsby City*.

THE PRAYER OF TRADE.

"Give us this day our daily ad" is the prayer of trade.—*Jackson (Mich.) Press*.

SUCH IS FAME.

"Bobby" Burns was never wont,
In grinding out a "pome,"
To light a Rob't Burns Cigar
And let his fancy roam.

Abe Lincoln never used the pen
That bears his revered name,
And Garfield never heard of Tea
That tries to share his fame.

When Julia Marlowe walks the boards
In "Taming of the Shrew,"
She doesn't do her walking
In a Julia Marlowe Shoe.

When Dewey—our "Uncle George"—
Dropped the Dons a timely notch,
He didn't time his timeliness
With an Admiral Dewey Watch.

Ben Franklin, sage and printer,
Set "Poor Richard" from plain type,
Long ere a typewriter concern
His name and fame did swipe.

The moral is to die and leave
Not footprints in the sand,
But names that ads perpetuate
And send throughout the land.
—The Advertising Man.

COFFEE.

Advertising in the middle of the seventeenth century was done by means of handbills. Here is one of Pasqua Rosee's hits: The virtue of the Coffee Drink: first made and publicly sold in England by Pasqua Rosee. The grain or berry called coffee groweth upon little trees only in the desert of Arabia. It is a simple, innocent thing, composed into a drink, by being dried in an oven, and ground to powder, and boiled up with spring water, and about half a pint of it to be drunk fasting an hour before, and not eating an hour after, and to be taken as hot as possibly can be endured: the which will never fetch the skin off the mouth, or raise any blisters by reason of that heat. It much quickens the spirits and makes the heart lighter. It is good against sore eyes. It surpresseth fumes exceedingly, and therefore is good against the headache, and will very much stop any defluxion of rheums that distil from the head upon the stomach, and so prevent and help consumptions and the coughs of the lungs. It is observed that in Turkey, where this is generally drunk, they are not troubled with stone, gout, dropsy, or scurvy, and that their skins are exceedingly clear and white. It is neither laxative nor restraining. Made and sold in St. Michael's alley, Cornhill, by Pasqua Rosee, at the sign of his own head.—*Philadelphia Record*.

NOT READY YET.

Here is a small ad that recently appeared in a Boston newspaper:
Waiter! A dozen on half shell, some celery, and a pint of Cook's Imperial Champagne Extra Dry. I wish to dine with the gods!

Since perusing the above we have decided not to order the pint mentioned for several years yet. There may be times when we feel rather tired of life, but we have no immediate desire to depart for high Olympus.—*Profitable Advertising*.

ADVERTISERS' "PET SCHEMES."

Too many advertisers insist on experimenting with their "pet schemes" instead of following the more sensible and better established methods of advertising. Perhaps they are not properly advised. Perhaps they are headstrong, like the boy, and want to have their own way. Perhaps their agent is too glad to get a chance to spend their money to run the risk of losing it by giving them some good, sound advice. Perhaps the publication solicitor is more anxious to get their money than to see them succeed. So with all this supposed negligence on the part of these advertising experts who should have insisted on better methods, they go and waste their money and become disgusted with advertising. We know of concerns who have spent thousands of dollars in advertising and have become thoroughly disgusted with the whole advertising business, because their "pet schemes" did not work out as expected. In nearly every one of these instances their advertising agents might have prevented such disastrous results by insisting on the adoption of the right plans, but they did not have the moral courage to tell the advertiser plainly that his "pet schemes" would not prove successful. They might have lost these contracts for the time being had they done so.—*Advertising Experience*.

ADVERTISING in a nutshell is bringing something that people want to their notice in such manner as to make them want it still more, but it must be what they want, or the more you advertise it the more you will drive them away.
—*Boot and Shoe Recorder*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WE pressman who can do stereotyping. Recommendations. "R. C.," Printers' Ink.
A DWRITER, corres't, mng., lecturer wants pos'n. J. ILLIDGE, 924 Spring Garden, Phila.
WE are open to push any good selling novelty in Great Britain. Address UNIQUE MFG. CO., Rotherham, England.
A N advertising man of 8 years' experience at managing and soliciting wishes to locate in Cleveland, O. Address "I. X. L.," Printers' Ink.
FOREMAN or manager wants position with establishment turning out superior class of work. At present in charge of large plant. Address "F.," Printers' Ink.
HALF-TONES (quality guaranteed), one col. \$1; ½ doz. \$5. Two col. \$2; ½ doz. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

WANTED—Circulars and samples to distribute in Minneapolis and St. Paul at \$2 per 1,000. Reference given. JAMES ORR, 506 North Washington Ave., Minneapolis, Minn.

WANTED—All you admitts and newspaper fellows to try the best laundry in New York; 14 branch stores; send for book. WALLACH'S SUPERIOR LAUNDRY, Factory, 1210 2d Av., N. Y.

COMPETENT foreman wanted on a daily paper running ten to sixteen pages. Short distance from New York. First-class man only. Address "NEW ENGLAND DAILY," care Printers' Ink.

THE advertiser desires to buy a daily or weekly, Republican or independent, in a hustling up-to-date city of 10 to 15,000 population. Can pay cash. Address "INVESTOR," care Printers' Ink.

I AM going to start a daily and weekly newspaper in a town of 10,000 population and would like to hear from parties having suitable new and second-hand presses, type and machinery to sell. Address WILLIAM S. HORNER, care Printers' Ink.

A GOOD chance. A rare opportunity for a printer with \$500 cash, which will buy half interest in a 7-cent 10c published in one of the most thriving towns of Western Penna. Advertising reaches \$100 per mo. Write at once for particulars to Box 186, Windber, Pa.

ORDERS for 5-line advertisements 4 weeks \$10, in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailing, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

BUSINESS CHANCES.

TRADE paper, netting above all salaries \$10,000, for \$90,000. Address with references, "H," care of Printers' Ink.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$15 up; new method; make your own cuts in white on black and Grano-type, no etching. Send stamp. H. KAHRS, 240 East 33d St., New York.

CIRCULAR ADVERTISING.

CIRCULARS, sample catalogues and all kinds of advertising matter delivered in N. Y. City and vicinity by ROYD'S CITY DISPATCH, 14 Beekman St., New York City.

NEWSPAPERS FOR SALE.

SPLENDID old Democratic daily and weekly, Eastern city. Made good money fifty years. Complete modern plant. Death of owner. Buyer must have \$40,000. Give references. E. F. HARRIS, 150 Nassau St., New York.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. ARC ENGRAVING CO., Youngstown, Ohio.

PHOTO-PROCESS engraving. Superior grade. Send for quotations. Cheapest place. Prompt service. ART ENGRAVING CO., Washington, D. C.

ILLUSTRATORS AND ILLUSTRATIONS.

ELECTROTYPING and photo-engraving—No matter who has done your work before, if you need anything in the way of illustrations, it will pay you to write. If you see a print of a cut you would like to have, clip it out and write us. No trouble to answer inquiries. STANDARD ELECTROTYPE CO., Wilmington, Del.

BUSINESS OPPORTUNITIES.

MERCHANTS' co-operative advertising. Better than premium stamps. Merchants get cash customers, buyers a cash discount and promoters a satisfactory income. Entire plan with blank contracts ready for you to work without further expense. Sent for \$1. JOHN METTERS, 80½ N. High St., Columbus, Ohio.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd. 13 Spruce St., New York. Special prices to cash buyers.

FINE lithographed and steel plate bonds, stock certificates, checks, etc. GEO. MACK, lithographer and steel plate printer, 7 and 9 Warren St., New York. A large variety of vignettes and borders on hand.

FOLDING paper boxes—We can save you 20 to 30 per cent. Send samples of what you use, amount ordered, etc., and we will give quotations that will surprise you; work guaranteed. INDIANA FOLDING BOX CO., Butler, Ind.

MISCELLANEOUS.

IF you entertain or are sick, pure natural wines are necessary and beneficial. Send me 40 cents per bottle, name the kinds you want, and I will send them to you. Price list sent by request. C. E. SWEZEY, with Brotherhood Wine Co. (house founded 1839), N. Y. City.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

THE best Xmas novelty mail card ever devised; 3 colors; cheaper than cost of plates; sample on request. THE BUCKLIN ADV. CONCERN, New Orleans.

ENTIRELY new line for 1900 now ready. Orders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

HAPPY HOME, Columbus Junction, Iowa; sworn circulation, 50,000; 20c. per line.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

GENERAL INFORMATION, E. Binghamton, N. Y.; 10c. line; circ'n 5,900; close 24; sample free.

MAIL-ORDER JOURNAL, Chicago, Ill.; 6,000 monthly; rate, 20c. a line; sample copy, 5c.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

NICKELL MAGAZINE ad rates, 3c. agate line; \$50 page; 5, 10 and 20 per cent. dis. on 5, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

CLOTHIERS—Write for my 1900 proposition, stating space used and number of changes weekly. I have written more than 6,000 clothing ads and can give you up-to-date advertising. H. L. HUNT, 38 Park Row, N. Y. City.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other paper. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

THE HOME MAGAZINE, OF NEW YORK, is in its twelfth volume, having been started as the Commercial Travelers' Home Magazine. A year ago the name was changed to the HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation is now 35,000 copies, actually, of which about 22,300 are regular subscribers and the balance news-stand sales, exchange and advertiser copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$50 per page net, half and quarter pages pro rata, or 40 cents per agate line.

We want your business because our circulation will bring you results. We are always ready to give any details to possible customers. Will you try us? THE HOME MAGAZINE, 90-90 Nassau St., N. Y. City.

LINOTYPE METALS.

FOR the purposes for which they're intended Blatchford linotype, electrotype and stereotype metals simply couldn't be made to do better and more economical work. If we could get you into our office and factory we could show you some things about newspaper metals that couldn't help but win you over to this way of thinking. If you can't call get our treatise on these metals any way. E. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago.

NEWSPAPER BARGAINS.

A BIG money making daily and weekly in Idaho. \$5,000-\$2,500 or more cash. Owner has enough \$ and wishes to retire.

\$1,000-larger part cash-buys a Republican daily and weekly in Indiana. Good business.

\$1,000 buys one-half interest in daily and weekly newspaper in Illinois Splendid business. Will sell all for \$9,000. Owner prefers a reliable partner.

\$2,000 buys a monthly poultry journal making over \$1,000 a year. Good property for a job printer or publisher of other papers.

\$5,000-\$5,000 cash-buys one of the best country weekly properties in U. S. Large circulation, with prestige and a big \$ maker. Located in Connecticut.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties, 28 years' experience.

FOR SALE.

FOR SALE-Weekly, 25 years old, \$1,500. Bargain. "44," care Printers' Ink.

FOR SALE, cheap, a complete newspaper printing plant, including Washington hand-press. In first-class order. H. J. NISSEN, Hill City, S. D.

IF you want "1000" calendars cheap, get our prices and save 50 per cent; 500 calendars, \$5; samples, 10c., refunded on first order. FANTUS & SON, 183 Clark St., Chicago.

SEND for list rebuilt job and cylinder presses. These machines taken in part exchange for our high-grade presses. To be closed out cheaply. GOLDING & CO., 80 W. Jackson St., Chicago.

FOR SALE-Sunday newspaper in city of 15,000 in N. Y. Other business forces sale. Price \$1,350, two-thirds the value of plant; 1,000 circulation; good advertising patronage; rare bargain. Address "M. F.," care Printers' Ink.

FOR SALE-Half interest in printing plant valued at \$20,000. A paying investment. Will sell on time; \$5,000 cash required. Buyer must be able to superintend. An exceptional opportunity for good man. Address "W.," Printers' Ink.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us! THE MEN OF LETTERS ASS'N, 553 Greenwich St., N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued September 1, 1899. Price, five dollars. Sent free on receipt of hire. GEO. P. ROWELL & CO., 10 Spruce St., New York.

THE Hendricks Route Book for newspaper carriers contains everything necessary in the most condensed form to keep a complete and correct list of subscribers, and shows at a glance just what each subscriber owes or pays. All sizes 10 to 40 cents. Sample book 10 cents. CHARLES HENDRICKS, Topeka, Kan.

ADVERTISEMENT CONSTRUCTORS.

4 RETAIL ads, \$1; new customers. AD BUREAU, Box A, Farmington, Maine.

LET me link your ads into attractive shape. JED SCARBORO, Brooklyn, N. Y.

A FAYETTE PARKS gives satisfactory advertising service. 432 Park Row Bldg., N. Y.

MEDICAL and Mail Order ARTHUR E. SWETT, 23 Hamilton Avenue, Chicago.

PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

BRIEF advertisements that contain the gist of your story. MISS WOODLE, 6 Wall St., N. Y. Phone 3801 Cortlandt.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

MONTHLY service, \$10; new ad for every day. Strong and distinctive; booklet for stamp. GEORGE H. HAYWOOD, 9 Amity St., New London, Conn.

FRYER-_____ a "resultful name."

CHAS. H. FRYER, "Resultful Advertising," 638-643 Ellicott Square, Buffalo, N. Y.

I DON'T write ads for \$1. My ads are "resultful"-they cost enough to pay me for my time in making them so. If you want this kind, worth every penny of my price and more, write me. CHAS. H. FRYER, "Resultful Advertising," 638-643 Ellicott Square, Buffalo, N. Y.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. W. M. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

IF YOU WANT TO SELL YOUR NEWSPAPER OR JOB OFFICE, A PRESS OR A FONT OF TYPE, tell the story in 24 words and send it with one dollar for insertion in PRINTERS' INK.

If you will sell at a reasonable sum a single insertion will generally secure a customer.

Address PRINTERS' INK,

10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

[37] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

[38] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

[39] Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

[40] If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, DEC. 6, 1899.

CHANGE your style of advertising only when the style you have been using no longer brings results.

THE Kenton (O.) *News-Republican* claims to print more home advertising than any paper in a city of this size in the United States. It makes an excellent showing.

DURING the year 1899 there were 1,800 pictures printed in the *Ladies' Home Journal*, quite as many as appeared in all the leading magazines put together ten years ago.

AS BETWEEN methods that are original and don't bring in the money, and methods which are not original, but which are productive of good business, which would you choose?

For every dollar in a man's pocket there are a dozen uses; and the successful advertiser is the one who can convince the man that what is most wanted is to be found in the advertiser's store.

FREQUENTLY climatic conditions determine whether a demand for goods exists or not. Advertising a cough medicine in California or Florida would not bring nearly as many results in proportion to population as would advertising the same medicine in Ohio or Indiana.

It is impossible to misunderstand a good advertisement. If it may be misunderstood it is not a good advertisement.

PRIVATE mailing cards, otherwise conforming to postal regulations are admissible to the Postal Union mails by the addition of the words "Postal Card—Carte Postals" on the face near the top, either in writing, printing or hand stamp, at the postage rate of two cents each, prepaid by stamps affixed. (Postal regulation of Nov. 21, 1899).

ONE of PRINTERS' INK's visitors asserted that "advertising is suffering from good times. Whenever you go," he said, "ordinary business is so good that people feel it to be an unjustifiable waste of money to expend some of it in order to make more. But wait," he concluded with a twinkle in his eye, "until the reaction comes; then those who have kept themselves in public view will be the ones the public will remember."

KEEP pace with the times and change your advertising to fit changed conditions. The advertising method that brought favorable results last year may fail to bring results this year; the medium that pulled well six months ago may not pull at all now. This is an age of phenomenal changes and the advertiser who blindly adheres to methods that brought success twenty years ago, is not getting the full value of his appropriation.

STUDY the article you wish to advertise. Examine it from all points of view. Select the particular quality that distinguishes your article from all other articles of the same class, and concentrate your money and efforts on giving this particular quality prominence. All articles of a class possess common attributes, and yet each article possesses at least one quality that applies to no other article. Advertising common attributes is, to some extent, equivalent to advertising all articles of the class. Advertising the distinguishing traits makes your advertising distinct.

THERE is no doubt that the action of the postoffice department in suppressing "fake" advertising is having an excellent effect in making legitimate and honest announcements more profitable. Advertising brings results in direct ratio to the general confidence that is felt in it; every fraudulent announcement that is suppressed destroys an obstacle to fostering that confidence.

THE Neostyle Envelope Co., 96-108 Church street, New York, manufactures an envelope designed for circular advertisers. It is an ordinary envelope so gummed and cut that one of the side flaps is unfastened when the envelope is sealed and so remains when the envelope is sent through the mails. It is really unsealed, although it appears to be a sealed letter. It is asserted that many circulars are thrown in the waste basket without ever being taken from the envelope, but that the recipient of the Neostyle Envelope will open it under the impression that he is getting a sealed letter notwithstanding the fact that it bears only a one-cent stamp.

THE Philadelphia *Times* issues a circular claiming to have sold 3,000 copies more last Sunday than any Sunday in the history of the paper and almost every news-dealer is said by the circular to have reported that he was completely sold out. In the same circular the *Times* claims to have sold 15,000 copies more November 12th than were sold November 5th. This increase is said to show the wonderful gain of 18,000 copies in two weeks. The circular also claims that next Sunday's edition (Nov. 26) will be even larger, and promises that the *Times* will continue to give away sheet music every Sunday until further notice. The circular fails to tell how many copies of the *Times* were printed before these gains began, but it *must have printed some*, for it is really an excellent paper. The American Newspaper Directory gives it credit for an average daily issue of 20,000 copies, but this circular would indicate that its Sunday edition is larger than that.

THE edition of PRINTERS' INK for the issue of Nov. 29 was 30,550 copies.

MR. F. JAMES GIBSON is now advertising manager of the New York *Evening Telegram*. Congratulations are offered—to the *Telegram*.

FROM a paper read by H. A. Brockway, of the Watertown (N. Y.) *Times*, the following extract is taken:

I have often had the question asked me whether it paid us to have a special New York agent. I have uniformly answered, "Yes; it has paid in a great many ways." A good man in his New York office is of great value to a publisher. Henry Bright, who has been the New York representative of the *Times* for several years, has done great work for us; the foreign business of the Watertown *Times* for the last year amounted to about \$6,000. Formerly it would take from four to a dozen letters to close a contract with Ayer, Dauchy and other agencies. Now I never know anything about the contract until it comes to us from Mr. Bright, all closed up. To show how this works, we recently received from a well-known agency an offer for a contract at \$35 gross. The offer and letter were turned over to Mr. Bright to arrange. When Mr. Bright sent the order to us it was \$85 net.

THE circulation that a journal secures because of its intrinsic merit is more valuable to the advertiser than that secured by premiums or any other means whereby the subscriber pays for the periodical in order to secure something that is offered in connection with it. At the same time the journal that comes every week or every month to the house is likely enough, after a time, to be looked upon as a friend, and perhaps the subscription may be renewed at the end of the year, even without the ulterior inducement that secured recognition at the beginning. The real value of any class of circulation no advertiser is clever enough to gauge accurately; and the attempts of some to do so expose to others the ignorance that lies beneath the thin veneer of knowledge upon which they base their pretensions to advertising skill. Circulation is circulation, and the difference between the lowest and highest classes of it is not half as great as the neophyte imagines.

TELL the truth in a way to convince your readers that it is truth.

THE Milwaukee (Wis.) *Journal* has inaugurated a contest in which it offers prizes aggregating forty dollars for the best lists indicating what certain trade-marks of well known advertisers stand for. The advertisers make it still more interesting by offering additional prizes. It is curious to note how hard it is for people to indicate what a certain picture or trade-mark connotes—they feel sure they “know all about it” until they endeavor to give their information to others.

AUGUSTA, Georgia, prints two very good daily papers. The *Chronicle* appears every morning and in the afternoon comes the *Herald*. Augusta has a population of 50,000 or thereabouts, and the editor of the American Newspaper Directory accords to the *Chronicle* an actual average issue of 5,973 copies during the year ending June, 1899. Definite figures for previous years had not been obtainable. In the case of the *Herald* the Directory says that the publishers assert that during 1895 no edition was printed of less than 3,827 copies, but no facts have since been obtainable. In the *Chronicle* of Nov. 19, 1899, the following editorial has place:

The boast of the *Herald* that it has a larger circulation than the *Chronicle* is not a new one. It has been standing at the heads of its columns for a number of years. Our recollection is that at one time the *Herald* claimed double the circulation of any paper published in the city of Augusta. We have never allowed these boasts of our afternoon contemporary to disturb our serenity.

The *Chronicle* has not sought business on the claim of a larger circulation than any other paper, but upon the basis of a specific circulation which we have freely stated to business men from whom we sought advertisements, and who at any time are cordially welcomed to look over our books and verify our statements for themselves. The fact that for years the *Chronicle* has done the cream of the advertising business of Augusta, just as it is doing it now, in spite of the boasted larger circulation of the *Herald*, leaves us no reason to be dissatisfied with the situation.

The editor of the Directory thinks the *Chronicle* has the best of the argument, as the case now stands.

CHARLES DENNEHY & Co., whisky manufacturers of Chicago, make the following interesting statements:

The present is pre-eminently an era of universal centralization for controlling vast manufacturing and productive enterprises. With the advent of trusts, however, one important factor, that of personal responsibility in regard to reliability of product, is rapidly being eliminated. Boards of Trust managers seek for profits solely in order to appease the clamorous voracity of shareholders, and having an almost complete monopoly of the trade, quality and purity of product becomes a matter of secondary importance. Why take the trouble to please if your prospective customer can go nowhere else? Seeing this sub-managers quickly learn to call in the chemist to their aid. In the manufacture of whisky especially, they do not hesitate to use artificial coloring and deleterious ingredients. Old Underoof Rye, on the other hand, is controlled by no trust. It is the output of an independent private firm. Charles Dennehy & Co. are personally responsible for the sterling quality of every bottle and every barrel that bears their name and brand before leaving their warehouses.

CONFECTIONERS.

Office of
THE RAZORINE MFG. Co., Ltd.
Manufacturers of
RAZOR STROPS OF EVERY DESCRIPTION,
134 Pearl Street,
NEW YORK, Nov. 25, 1899.
Editor of PRINTERS' INK:

One of our English customers desires to know the name of the leading American trade paper for manufacturing confectioners, and as we think you can give us the best information on any advertising matter we take the liberty to ask your kind assistance. Thanking you in advance for your trouble, we remain,
Faithfully yours,

THE RAZORINE MFG. Co.

Among journals listed in the American Newspaper Directory as giving attention to confectionery, and having a circulation of 1,000 copies and over per issue, are the *Confectioners' and Bakers' Gazette*, New York, monthly, with an estimated circulation exceeding 4,000; the *Bakers' Helper*, a monthly, of Chicago, with 3,392 circulation; the *Supply World*, monthly, New York, claiming 2,500 circulation, and the *Confectioners' Journal*, a monthly, of Philadelphia, whose circulation the American Newspaper Directory estimates as in excess of 1,000 copies. Which one of these is “leading” is a problem which the Little Schoolmaster leaves to posterity.—[EDITOR PRINTERS' INK.]

A COUNTRY KEYING PROBLEM.

Office of
THE GLOBE,
CLOTHIERS & HABERDASHERS,
WARSAW, Ind., Nov. 22, 1899.
Editor of PRINTERS' INK:

I sometimes read in PRINTERS' INK an article on keying advertisements. These articles apply to advertisements that depend upon correspondence. Do you know of any way that may be employed to test the value of the country newspaper? We have employed several methods but are not satisfied. Our last test was to offer a small gift to ladies who would apply to us by a certain time. Only a few responded at first, but toward the end of the specified time a large number applied. But we cannot determine if the ad itself brought them all or if the few who first applied spoke of it to their neighbors and thus created a special kind of advertising. We advertise in six (6) weekly papers in this county, each one of them claiming a circulation equal to the other. Yet their advertising rates are at variance. Now, where should we begin or where end? Are we paying too much for some or are they exaggerating their value? Or should we drop the high-priced ones and take the others long enough to give them a test, say a whole year, during which time our business may be seriously impaired by being on the wrong track?

City advertisers may throw out a test, as their ads are read on the day they appear and do not give much time for the month to mouth publicity—but the merchant in the small town places his advertisement in the weekly paper, it is mailed to the subscriber on Wednesday, will probably not be called for until Saturday, and his opportunity not good to reach the advertiser several days later. This gives the reader time to talk the matter over with his neighbors, who may not take the same paper, and thus the test—if one is offered—is lost, so far as the test is concerned. Can you offer some way to apply a rule that would give us the desired information?

J. S. SHIELD.

If you are not paying more for the advertising you are doing than you believe you can afford, and are securing as a result of it, an appreciable amount of business, it would be best, perhaps, to let well enough alone and do no experimenting. It is always difficult to key effectively any retail advertising; under the circumstances you mention advertising a different article at a special price in each paper you use, selling it only upon presentation of a special coupon, would give you an insight as to the respective pulling qualities of the newspapers concerned. Such a test would be interesting and valuable in a way, but it would not be wholly convincing,

for it is possible enough that at different times it would give different results, influenced as it must always be by the character of the articles offered and other co-existing factors and circumstances.
—[EDITOR PRINTERS' INK.]

MAIL ORDERS FOR PRINTERS.

Office of
"THE LAWRENCEVILLE HERALD,"
LAWRENCEVILLE, Pa., Nov. 25, 1899.
Editor of PRINTERS' INK:

Knowing that you are authority on all things pertaining to advertising, we wish to gain the following information: What would be the best advertising mediums for a printer to use who wishes to establish a mail order business in job work of all description? We have been subscribers to PRINTERS' INK for the past five years and would not be without it. It is certainly much better than any of its babies. Yours truly,
W. H. RYON, Editor.

It is a question whether a printer can inaugurate a profitable mail order business: Prices are so near alike in the various sections, and as a rule the business man patronizes the printer in his own locality. Where something special is offered, that is not obtainable everywhere, these remarks may not apply; in such case the mediums to be used depend to a great extent upon the proposition made. A printer could perhaps profitably advertise bargains in engraved or printed stationery for ladies in the *Ladies' Home Journal*, but an announcement of business cards inserted in that periodical could hardly be expected to bring returns commensurate with its cost. For a country printer perhaps the best media, from a general standpoint, would be the local newspapers in his section, provided these do not advertise job printing themselves.
—[EDITOR PRINTERS' INK.]

A GOOD advertisement may contain grammatical errors; it would be better without them.

THE publishers state that the circulation of the *Ladies' Home Journal* for 1899 reached an aggregate of 9,815,826 copies, an average of 9,7986 copies for each of the twelve issues of the year. It has been shown by a comprehensive postal canvass that each *Journal* is read by eight persons.



THE THIRD SUGAR BOWL.

PRINTERS' INK offers a sterling silver sugar bowl to the newspaper which gives an advertiser best service for the price charged in the territory indicated in white on the map above—all that part of the United States east of the Mississippi exclusive of the cities of New York and Chicago. It is desired that every reader of the Little Schoolmaster who has decided views on the subject will send them to this office to the end that the most light may be shed on the subject. Newspapers deeming themselves eligible are invited to send letters setting forth their claims, which will be given careful attention and published in PRINTERS' INK, if the cogency of their reasoning warrants it, so that a gratuitous advertisement may be obtained, even if the sugar bowl itself is not. As an indication of the kind of letter that is desired, the following from the Salem (Mass.) *News* is here reprinted:

Office of
"THE EVENING NEWS,"
SALEM, Mass., Nov. 20, 1899.

Editor of PRINTERS' INK:

The Salem *Evening News*, Salem, Mass., should lift the sugar bowl you offer to the paper giving advertisers the best showing for the section of the United States situated east of the Mississippi, but outside of New York or Chicago. For several months we have been trying to cut down the size of

our edition, on account of the increased cost of white paper, but we are still printing an average of 16,400 each day.

The *News* charges only \$30 a year for one inch space, taking the run of paper. That means but one-seventeenth of a cent per line for each thousand of circulation. So much for price.

The *News* has been published over twenty years at one cent a copy. The paper has gradually been improved, until now it has eight to twelve pages, with eight columns of 22 inches. A Hoe double supplement press is used, and a complete telegraphic service is maintained. This, with eight local and twenty suburban reporters, enables us to get out about the kind of paper the people like.

The *News* is essentially the paper of this section. It goes into thirty different cities and towns, all within a radius of fifteen miles. Hundreds of its readers never see any other daily, especially in the suburban district. In one town of 8,500 the *News* has a regular daily sale of 2,000 copies, and there isn't even a local weekly, although up to ten years ago there were two weekly publications. In another town of 6,000 the *News* sells 1,300 a day. One other town of 7,000 has 1,200 copies of the *News* each day; and a neighboring city of 14,000 buys 2,300 *News*es every day. In each of the places mentioned the *News* has a salaried correspondent who endeavors to make this paper supply the place of a local daily. For that reason we claim the *News* is really equal to five distinct daily papers, while we sell space for no more than advertisers should expect to pay for a single suburban daily.

The territory covered by the *News* is compact, so that papers can easily be delivered by 6 o'clock at the most distant points. The people are generally prosperous, because there are many different kinds of business carried on, giving almost constant employment.

People here do not often say the

"News," when speaking of this publication. They say instead, "the paper." Few have to ask what paper is meant.

Yours very truly,
ROBIN DAMON.

Up to this writing each of the following papers is believed by some persons to have a possible chance:

Salem (Mass.) *News*; Washington (D. C.) *Star*; Indianapolis (Ind.) *News*; Boston (Mass.) *Globe*; St. Paul (Minn.) *Dispatch*; Buffalo (N. Y.) *Enquirer*; Rochester (N. Y.) *Democrat and Chronicle*; Syracuse (N. Y.) *Herald*; Cincinnati (Ohio) *Times-Star*; Cleveland (Ohio) *Press*; Philadelphia (Pa.) *Evening Bulletin*; Philadelphia (Pa.) *Record*; Philadelphia (Pa.) *Inquirer*; Pittsburg (Pa.) *Times*; Providence (R. I.) *Bulletin*; Providence (R. I.) *Telegram*.

It may be observed in conclusion, however, that the fact that a paper is not mentioned in the foregoing list is no indication that its chances are not as good as any of those mentioned. If any publisher believes he should be in the list, he is asked to make clear the reasons for such a belief.

ON BEING SPECIFIC.

In writing copy for your ad be sure to bear in mind that it is the specific statement that attracts attention and causes comment. The public is not interested in the commonplace announcement that you are in the general merchandise business, any more than it is in a paragraph which says, "John Smith, real estate dealer, sold a farm recently." But if you see a paragraph which tells the name of a real estate dealer, the names of the seller and buyer, the location of the farm and the price paid per acre, you are at once interested. You form a conclusion as to whether the price was too high or too low, or just about right, and probably mentally speculate as to the liability of that sale to bring about others in the same neighborhood. And with the merchant—"S. & R., dealers in general merchandise," won't help a business very much, but a point blank statement that at a given hour, on a given day, you will place given articles on sale at a given price, will produce results which cannot be reached by any other mode.—*Ottumwa (Ia.) Courier*.

Most large advertisers have started on a small scale.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

It requires nearly fifty news agents to handle the out-of-town circulation of the *Daily New London*, Conn. No other paper covers this field.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$3.00 monthly. Covers South and southwest. Advertising rates very low.

MAINE.

THE COURIER-GAZETTE, Rockland, Maine, goes regularly into a larger number of families in Knox County than any other paper published. "All the Home News," its motto. Advertising costs a little more than in some papers, but if you're in THE COURIER-GAZETTE you're sure to be seen.

MEXICO.

COMPETENT, reliable men are in demand, but don't come without money or a position. If there's a place open you can find it through a want ad in the MEXICAN HERALD, the business newspaper of Mexico. Read by the best classes of all nationalities all over Mexico. Prints more wants than all other Mexican papers combined; 20 words ten days for \$1 U. S. Sample 16-page illustrated Sunday edition in English free. THE HERALD, City of Mexico.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators. PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day-to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1896, 25,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

BOOKS A SELECT LIST OF THE CHOICEST, all at wholesale prices. Please write us. ESTILL & CO., Columbus, O.



seek correspondence from extra fastidious advertisers who belong in the hard-to-please class of believers in printers' ink. I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Booklets, Notices, Newspapers, Periodical and Trade Journal Advertisements, etc., etc., and my work includes writing up of the subject matter from notes furnished me—often from very meagre ones. For new clients I rely upon samples of my work—mailed free to those whose communications strongly suggest possible business for me. Postal cards I do not notice.

FRANCIS I. MAULE, Commercial Literateur,
404 Sanson Street, Philadelphia.

WANTED.--Case of bad health that R.T.P.A.N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the REPUBLICAN exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. LaCoste, 38 Park Row, New York.

TEN JEWETT TYPEWRITERS

taken by us as part payment on an advertising contract, will be exchanged by us for advertising space in desirable publications. Publishers who need a first-class Typewriter, will find this an unusual opportunity. Address THE PROCTER & COLLIER Co., CINCINNATI.

JOLIET MERCHANTS...

Are of the brightest kind. They pay

The Daily News

more money annually for advertising than they pay all other local papers.

Why? Because the News has more paid subscribers than all others, and its ads pay the merchants.

ARE YOU IN IT?

LOW PRICE COUPONS.

The Novelty Store, Joliet, Ill., recently printed four coupons in one of its newspaper advertisements, which allowed the holder to greatly reduce prices on cigars, soap, coconut or tea.

This special coupon price is an extremely good method to employ when one wishes to learn whether or not a certain paper brings good direct returns to the advertisements placed in its columns. Many merchants have tried this and found that it has proved to be very satisfactory in helping them to ascertain the values of certain advertising mediums.-(Brains.)

On tests like the above, the News had 65 to 85 per cent of the coupons returned. It invites the most rigid investigation of its drawing powers.

The Only Illustrated 5-cent Magazine

NICKELL MAGAZINE

BOSTON, MASS.

Proves and Improves Its Circulation.

61,467 Copies Proven for October Number

(NOVEMBER IS MORE, DECEMBER WILL BE STILL MORE.)

Advertisers who use the NICKELL MAGAZINE invariably get good results. The reason is because it has an honest and growing circulation.

Send for our detailed and guaranteed (guaranteed by the payment of \$1,000 through the Puritan Trust Company, Boston) statement of how every edition is disposed of. We have nothing to conceal. We keep our

CIRCULATION BOOKS WIDE OPEN TO ADVERTISERS

Price per page, \$50; per agate line, 30 cents.

Order now for December number. Five per cent discount for cash with order.

VICK'S MAGAZINE.

Third Series. Greatly Improved. Magazine Size. Elegant Colored Plate and 32 pages of Reading Matter in Each Number.

JAMES VICK has left the seed business to devote his entire time to making VICK's the **BEST HORTICULTURAL MAGAZINE IN AMERICA.**

Vick's Magazine is not connected with any seed house or nursery. ♣ Prof. Bailey, of Cornell University, author of "Horticulturalists' Rule Book," etc., is a regular contributor. ♣ Full, plain directions in all lines pertaining to horticulture. **Read Vick's and be successful.** One year, 50c.; three months' trial, 10c.

VICK PUBLISHING CO., ROCHESTER, N. Y.

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

THE TRIBUNE PUBLISHING CO., . . Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

Which One?

Live advertisers who wish to dispose of their goods are always anxious to find the best paying medium.

Farm-Poultry

stands at the top of the list in the papers of its class, as the shrewdest and most successful poultrymen in this country will testify. It circulates in every State in the Union. General advertisers will do well to give it a trial. Not only does it pay the largest and most successful exhibitor, but the smallest breeders also, as our small classified advertisers report wonderful success the first season.

Kindly give the contents of this advertisement a few minutes of your valuable time. It would be to your advantage to favor us with an order this season, as it promises to be the banner year in the history of FARM-POULTRY. Read and reflect.

Sample and Rates sent on application to

I. S. JOHNSON & CO., Boston, Mass.

A Proposition

Semi-Weekly
AMERIKAN

Has a Circulation of 40,000

Seventy-five per cent of these are farmers and the remaining 25 per cent reside in cities. The paper is found in every hamlet of the United States wherever any number of Bohemians are inhabited. They are industrious and economizing and most of them well-to-do.

Our rate is \$2.00 an inch,

but will give such advertisers who have not tested the merits of this publication a very low rate for a limited amount of space.

If you wish to take advantage of this proposition, write promptly to

THE STEVE W. FLOYD SPECIAL AGENCY,

1318 American Tract Society Bldg., New York City, or

M. Geringer, Mgr. The Amerikan, Chicago, Ill.

A BONANZA?



CIRCULAR recently came to my notice which was issued by a Western ink house, during the time the printers of the country were agitated over the proposed formation of the ink trust. They claimed their house could not be coerced into joining this

unholy league, whose object was to increase prices and destroy competition. They believed in helping those that helped them by offering to take 25 per cent of the purchase price in advertising, as they had an arrangement with a patent medicine house to use the space. The following is the bonanza they offered: News ink in 25 lb. cans at 16 cents a lb., in 100 lb. kegs at 12 cents a lb., and 500 lb. barrels at 8 cents a lb. Cut inks from 60 cents to \$2.00 a lb. and fine job inks from \$2.00 upward. Of course they would trust any one, and those that paid their bills helped to pay for those that didn't. My way of doing business is as follows: I sell news ink in 25 lb. kegs for \$1.50, 100 lb. kegs for \$5.00, and 500 lb. barrels for \$20.00. Book and Cut inks from 10 cents to \$1.00 a lb. Job inks, any shade or grade ever manufactured, for \$1.00 a lb., with the exception of Carmines, Bronze Reds and fine Purples, for which I charge \$2.00 a lb. I fill small orders as good naturedly as large ones, and I demand the cash in advance whether you are a millionaire or a poor struggling printer. I make no bad debts; I don't take pay in advertising. If my goods are not found satisfactory, I cheerfully buy them back and pay all transportation charges. Send for my price list.

Address

PRINTERS INK JONSON

13 Spruce St., New York.

*Advertisers can cover the State of Montana with ONE
Newspaper : : :*

~THE~
Anaconda Standard

Circulation { **11,000** } **Daily**
 { **13,000** } **Sunday**

Three times greater than that of any other newspaper printed in the State.

THE ANACONDA STANDARD has branch offices at Butte, the metropolis of Montana, Missoula and Great Falls.

IT has a special train service daily to Butte—to facilitate distribution.

IT prints more Butte advertising and more Butte news than any newspaper printed in that city.

IT is the only newspaper in the Northwest operating a photo-engraving plant exclusively for the illustration of its news columns.

THE STANDARD has an up-to-date equipment; it is easily the leader in its part of the world.

THE STANDARD has no special advertising representative in New York or elsewhere. Its home office in Anaconda will be pleased, on request, to furnish samples, circulation statements and rates. Address,

THE STANDARD PUBLISHING COMPANY
Anaconda, Montana.



YOU don't have to
yell like a house
afire to sell

The Brooklyn Daily Eagle

It sells itself upon its
merits. Daily and Sun-
day, three cents.

My business for October, 1899, was \$5,000 more than that in any previous month during 1899 and was \$800 *more than three times as much* as that in October, 1898. This month (November, '99) is better than last month.

Showing that there is a growing appreciation of "Good Copy" intelligently and honestly placed and printed.

I plan, write, illustrate, print, mail and place advertising.

CHARLES AUSTIN BATES,

Vanderbilt Building, NEW YORK.

DETROIT: Majestic Building.
BOSTON: 186 Devonshire Street.
BUFFALO: 176 Prospect Avenue.

THE Argus and Patriot

MONTPELIER, VERMONT,

is read by every one even if they do not subscribe for it. A good many do not like its politics, but they all want to see what it has to say.

Its circulation covers the State.

Printers' Ink
gives it the
largest circulation
of any paper in
Washington
County.

We claim for it
the LARGEST
circulation of
any paper in the
State.

The Evening Argus.

Established October, 1897. Independent in politics. It has an Associated Press franchise; is a live, up-to-date newspaper. The home paper of Montpelier, taken by nearly every family in the city, and with a much larger circulation in Waterbury, Middlesex, Northfield, Roxbury, Randolph, So. Royalton, Bethel, and all towns on the Montpelier & Wells River R.R., than any other paper; also in the towns reached by stage from Montpelier. Guaranteed circulation, over 2,100 daily. The fact that it carries over three times as much local advertising as its nearest contemporary proves its value.

With the two papers you can reach the people of Vermont who have money to spend.

ARGUS AND PATRIOT CO.,
MONTPELIER, VT.

The Buffalo Courier AND Buffalo Enquirer

which have a combined circulation
exceeding

85,000 DAILY

(GUARANTEED)

Offer advertisers the *lowest rate per thousand circulation* in New York State, outside of Manhattan Island.

The prosperous readers of these papers respond promptly to advertising therein, as a trial will show.

J. E. VAN DOREN SPECIAL AGENCY,
PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

Boyce Building, Chicago.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

A very serious question with the business man is: "How much shall I pay my employees? Which of them are getting too much and which of them are not getting enough?"

As a rule, every employer ought to pay his help the full amount that he believes they are justly worthy. In the first place, employees cannot be expected to give as faithful service when they are getting less than they are worth as they would if they were getting a just compensation. In the next place, it will be found more profitable to only employ such people as know about what they are worth and who insist upon having it.

Whenever a man is found who is willing to work for a great deal less than he is worth, unless it be simply to get a start, or some similar reason, it will usually be found that he is probably not worth so much as he has the appearance of being worth. There is something hidden somewhere that causes him to be satisfied with less than his due.

A competent employee working for a business man and getting less than he knew he was worth, would feel much better disposed to his employer and much more likely to give him the very best service if the employer appreciated his work enough to raise him voluntarily a small sum. This sum might even be a very small one, still, it would show appreciation and be much more apt to satisfy than double or even triple that sum would if the employee had to ask for a raise and it was then given with an ill-grace.

* * *

Two salesmen employed in a Chicago store write to this de-

partment and ask me to occasionally say something which would be of benefit to the employees of a concern, as well as to the manager or proprietor.

There are no doubt a great many employees who either subscribe to PRINTERS' INK themselves, or read the boss' copy after he gets through with it, and I feel that this request should not go unanswered.

No sane man expects or ought to expect to always remain a salesman; he ought to have ambition enough to continually look forward to something better. When we find a salesman who is perfectly contented with his present situation and has no desire or determination to better himself, we may generally set it down as a fact that we have found a very poor salesman and one who is neither of much value to himself nor to his employers.

The salesman who is likely to make himself worth the money that he is being paid and to make himself worthy of a raise, is the one who is very ambitious, always anxious to improve his prospects and continually thinking of the time when he will himself be the owner or the manager of some great store, and working with that object in view.

To attain this end ought to be the thought and desire of every salesman. We believe that all really good salesmen, those who are making a success to-day and who are doing everything that they can for their employers' interests, are the ones who have this hope and object in view.

Many of those who are working toward this end will be glad of a few hints which may be of use in shaping their course so that they can more easily reach the goal of success which they are striving for.

It takes hard work to succeed in

anything. It is not a pleasant pastime and it is not always the wisest and most brilliant that succeed the best.

We are not very likely to make a success of any branch of business unless we have to put hard work into it, and it is this hard work which seems to make us appreciate our success after we have attained it.

No salesman will ever be anything more than a salesman unless he does his level best all the time.

It is a curious thing how much some of us can do when we first begin a new work or take a new position, but how soon we tire out with our hard work and become listless again. The old saying is, that "a new broom sweeps clean," and I am sorry to say that in a great many instances the new salesman does the best. To attain success we must always keep ourselves at the highest tension in work.

We must never allow ourselves to get out of the habit of doing our level best in every instance.

Not only does it require work to succeed, but it requires study as well. We must think about what we are doing and have our hands work with a will.

One secret of success is to learn to obey and to have a well-defined idea as to why we obey.

A salesman who can never carry out orders will never be able to give orders and it is usual that the one who is best at obeying will, when his turn comes to have others under him, make the best manager. Salesmen ought to obey, not so particularly because they must, not because they will probably lose their positions if they do not, but simply because it is the right thing to do. It is as much their duty to obey as it is the manager's duty to give them orders. They should learn to obey promptly, cheerfully and accurately.

Obedience lacking any of these three points is not the kind that is likely to be of benefit in striving for a higher position.

Do not be too particular with regard to performing only special duties. Some salesmen seem to imagine that when they have done

any particular thing that was allotted to them when they were first employed, that they have fulfilled their duty toward the house; no matter how important a thing might come up, nor how much it would please their employer for them to do certain things, they do not seem to consider it their duty to take up any outside lines of work.

Of course I do not believe that a salesman ought to be imposed upon, but there are very few salesmen who are working for their own best interests and for promotion, who consider any reasonable service which they can do for the house, outside of their own line, as an imposition on them.

The clerk who is at all times ready and willing to put his hand to any new work that may come up will, nine times out of ten be the one that the proprietor of the house will select when any opening for advancement is presented.

Investigation is one of the methods through which one can prepare himself for a wide field of work. If anything comes up in business that he does not understand, he should try and find out the why and the wherefore of it, try to post himself on all the different affairs that are likely to come in contact with his salesmanship. I do not mean, of course, that a salesman should be poking his nose into other people's affairs; for if there is anything abominable in business, it is this; but I do mean that when any new duty, or any new goods, or any new facts come within his reach, it will pay him to look into the matter and post himself, so that if at any time he is called upon for either information or assistance in any one of these lines, he can be in a position to do himself credit.

Do not be too particular about the hours you keep in business. If the time to get to work is eight o'clock, rather stay a few minutes before eight than five minutes after. If the house closes at six o'clock, rather stay a few minutes later than to get the name of being the first one out after the bell taps.

The clerks who are merely time servers and who are never willing to give their employer one minute

longer than he pays for, are not the ones who are apt to win his confidence.

If you will make a careful record of the clerks in any large business and note those who are habitually late to their work, you will find that nine out of ten of them are usually considered only fair clerks.

Those who come early and attend to business while in the house will usually be considered the best.

The salesman who is endeavoring to make a success has very little time during business for anything but business. Of course, there are a few moments once in a while when all of us can spare time for a pleasant word, or give the brain a rest by letting it wander from strictly business subjects.

But the salesman who has made up his mind to succeed and to one day be the owner of a business, will have to be constantly employed with business.

The salesman who finds so much time hanging heavily on his hands, who is always wishing that the closing hours - would come and who feels that pay day is the only day in the week that is worth living for, is not apt to ever get much beyond his present work.

The pleasant salesman is the one whom everybody likes, from the cash boy to the customer and the employer.

In order to make a success in any department of life, one must, to a certain extent, forget himself and try to be agreeable and pleasant to those around him.

The one who is the most agreeable to the people with whom he comes in contact is, all other things being equal, likely to be the most successful. If we can branch out from the store keeping a little and consider other occupations, we will find it the same way.

The lawyer who has the tact of pleasing people, of making a pleasant impression upon the public and upon the juries and the judges, is usually the one that wins the case. It may not be exactly right, but still it is a fact that it is better to hire a pleasant lawyer who has the power of winding people around his fingers, with a poor case, than to have a

better case with a crabbed lawyer.

One should also remember that justice is a part of being pleasant; and again, if we expect others to be just to us we must be just to them.

There are certain courtesies and privileges which are due to our fellow-employees and which we should always give them. There are also certain rights which the employees under us may have. There are also certain things which are due our employers and we must be careful not to try to raise ourselves by sacrificing any of these.

We must be just in our dealings with every one. We might practice an injustice upon some one some time and it might be to our advantage to do so, but it will not be to our advantage in the long run and if we are looking for true success we must look farther in the future than the present time.

There is another thing which the salesman who is to succeed must learn and that is to be very careful of the manner in which he waits on customers.

A salesman should show a great deal of tact in selling goods to any one. It is very often best done by catering to the little peculiarities of the customer and humoring them in any of the eccentricities which they sometimes exhibit. It is not always well for the salesman to give too much advice to the buyer. You should show your goods in a pleasant way, telling the truth about them in every particular. Be careful to show goods which you believe will be suited to the person who is buying them, but leave them, in the most part, to judge for themselves as to what kinds and qualities they wish to buy.

If you find that a customer is pleased with a certain kind of goods and unless you find that he is going to make a serious mistake in buying it, it is better to try to encourage him in his liking than it is to try to lead him off on to some other kind of goods.

If the customer has his mind set upon a certain thing and you should persuade him to take something else and the something else afterwards does not turn out ex-

actly as he thinks it ought to, he will probably blame you for having influenced his choice.

If, however, the goods did not turn out all satisfactory he would not very likely give you the credit of having induced him to take it, as he might want that honor himself; or he might think that very likely the piece of goods which he did get was no better than the one which he would have gotten had he made his own selection, and, therefore, you will get no special benefit from having tried to exert your influence.

However, in all your dealings with the customers, you must be willing and able to give them advice and information whenever they seem to wish it. Your whole aim in whatever you do or sell must be to please the customers; the more customers you can please, the more you are working in the interest of your employers and in the interest of yourself.

There are a number of little things which every salesman ought to observe, but which are only matters of common honesty and truthfulness and which I do not think it necessary to mention.

There is one point, however, that I would like to bring out and that is, do not think that you can do a thing simply because some one else does it.

Your sole guide in your business work should be to find out whether the thing is advantageous and right; if it is, then do it, and if it is not, then don't do it, no matter what you may see others around you doing or saying.

* * *

A reader asks my advice about which paper he should patronize to the greatest extent in advertising. He conducts a retail cloak and waist business. He states that in his city there are four daily papers, two morning and two evening. Each of the two morning papers claim to have just about the same circulation as the others. Of the two afternoon papers one has about twice the influence of the other; but the rates which the two afternoon papers charge are nearly in proportion to the amount of their circulation, though the

larger paper has slightly the advantage.

He always says that one of the morning papers dwells largely on national affairs, market reports and general political matters and was to a great extent read by men; that as a rule there was very little in it of interest to ladies, except in special issues, where they had large amounts of fashion matter.

The other morning paper, while it had considerable to say about national affairs, still devoted itself more particularly to local happenings and was usually subscribed for and delivered at the homes of the people.

The two afternoon papers are both about alike in their makeup and are sold some on the streets, but to the greatest extent are delivered at the homes of their subscribers.

I believe that of the two morning papers the one which went to the homes is undoubtedly the best, not only because it went to the homes, but also because women, as a rule, are much more interested in local affairs than they are in national matters.

As my correspondent is a dry goods business man, of course his chief aim is to reach the ladies. If he was in the clothing business I would tell him just the opposite, as to sell clothing it might be better to advertise in a paper which went to the office and attracted the men.

However, I would suggest that the afternoon papers should carry the bulk of his advertising first, because a majority of the copies went to the homes where the ladies were and again, being afternoon papers, they were much more apt to be carried home by the male members of the family who purchased them on the street, than if they were morning papers; and even if the head of the family carried home both the morning and the evening papers, the evening papers are more apt to be read, simply because they are of later issue and contain newer matter than the papers which appeared eight or ten hours before.

It will be found by practical experience that unless a person has a particular favorite in a

paper, they will always select the latest issue to read when a bundle of different papers are presented to them.

It is only American human nature to wish to be as up-to-date as possible and to forget the things of yesterday as quickly as possible.

* * *

Sometime last winter I had occasion to go to another large city to spend a few days and arrived at my destination one evening about ten o'clock, and spent the night at one of the hotels. The next morning, after breakfast, going down to the office, I inquired if there was any mail for me, expecting to get one or two communications from home.

On the contrary, instead of receiving any communications from the persons from whom I had expected to hear, I found in my box some half dozen communications supposed to be written by persons in the town which I was then visiting.

It at first struck me as very strange how all of these people should know that I was in the city. On opening all of these letters I found them very polite requests to call at their different stores and see the different kinds of goods which they sold. One suggested to me that they had just opened a new line of overcoats which they would be pleased to quote me at special prices. This letter even went so far as to state that the signal service predicted that for the next few days the weather would be much colder than usual and that if I was going to remain in the city I would certainly need something for this winter.

The second communication suggested to me that if my wife was in need of any dry goods, of anything in the way of ladies' wear, that the writer would be very much pleased to show her through a certain large store in which he was employed.

A third letter was very attractively printed in imitation of handwriting and stated that certain shoes were perfect fitting and that I could secure a great deal of comfort at a very small price by purchasing a pair of them.

After I finished reading the letters I wondered still more how in the world these people found out that I was in the city; but after considering it a little, I guessed that each firm had had some one call at the hotel early that morning, before I was out of bed, and had taken a copy of the new arrivals and mailed to each of them a letter similar to mine.

I found, upon making inquiry from the hotel clerk, that this was the fact and that these firms regularly every day brought him a bunch of letters addressed to each of the new arrivals at the hotel.

While at this particular time these letters did not result in my making any purchases, still, if I had been in need of anything and being a stranger in the city, I would have undoubtedly gone to the stores which had written to me; and if I at any time in the future returned to this city, the first shoe, clothing and dry goods stores that I shall think of will be the ones whose names were subscribed to the bunch of letters.

A letter properly written and sent so that it will be read, is one of the most effective ways of calling a person's attention to any particular line of goods.

Now, letters mailed promiscuously to people residing in your own city are very often thrown in the waste basket; but no stranger who has just come into a town will ever throw away a communication which he finds in his hotel box. It is sure in this case to be read and in ninety-nine cases out of a hundred will be acted upon if the person is in need of anything that the letter suggests to him.

The fact that he is not a resident of the city argues that he is not well acquainted and that the first house that secures an introduction to his mind is apt to get his patronage.

This kind of advertising can be carried on with very little expense, but it will require some time and patience every day for making the proper investigations regarding the new arrivals.

Even in very small towns this might be a profitable means of advertising, if carried out as I have suggested.

December Issue NOW READY!

The Fourth Quarterly Edition of the

**American
Newspaper Directory**

For 1899

IS OUT.

Revised and supplemented with latest information about newspapers and their CIRCULATIONS.

After thirty-one years' constant labor and experience, this most important reference book and guide for advertisers has been brought to a high standard of usefulness.

No office having to deal with newspapers can well afford to be without it.

The present edition of the AMERICAN NEWSPAPER DIRECTORY consists of over fourteen hundred pages, including many valuable tables and classifications.

PRICE, FIVE DOLLARS.

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ADDRESS

GEORGE P. ROWELL & CO., Publishers,

No. 10 SPRUCE STREET, New York.

R.I.P.A.N.S. TABLETS

Doctors find
A Good Prescription
For mankind.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain, induce sleep, prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

The Papers of Prominence advertise in Printers' Ink.

PARTICULARLY is this the case with papers that possess some exceptional merit as advertising mediums. The enterprising publisher feels the need of advertising his paper just as much as a merchant does his business and for the same reason.

Because PRINTERS' INK is read by advertisers it is selected as the one medium available for making known their circulation, character and the value of the field covered, and every other thing which goes to prove the paper's value.

PRINTERS' INK for the past ten years has been constantly discussing problems in advertising, especially those relating to newspaper advertising. There is hardly a newspaper man or an advertiser of prominence who has not at some time contributed to its columns. It is PRINTERS' INK's province to make advertisers think for themselves and arrive at sound conclusions.

This has made PRINTERS' INK the success that it is and raised it to its present authoritative position as the "journal for advertisers"—the Little Schoolmaster in the art of advertising. The newspapers advertised in its columns get the benefit of the wide influence that the little journal exerts.

Publishers who believe they have a paper of merit for advertisers will find PRINTERS' INK the medium to reach advertisers effectively. I should like to have their contract for such advertising.

PETER DOUGAN,
ADVERTISING MANAGER PRINTERS' INK,
10 SPRUCE STREET, NEW YORK.

PRINTERS' INK

is the exponent of what is best in the advertising world. I find in its pages a steady, consistent appeal for advertising excellence—an appeal supplemented by object lessons in the reproduction of actual and hypothetical advertisements appropriate to the varying demands of all classes of advertisers. It is broad enough to be helpful to the amateur and professional alike. I go to it for ideas—for the collective experiences of others. Its stimulating articles, by experts, its interviews with the most successful advertisers, make it of positive value to those looking for advertising helps. The frank treatment of advertising queries and current advertisements keeps the paper in closer touch with its readers—keeps it in the realm of the practical. PRINTERS' INK suggests even more than it says, and suggestions, rather than words appropriated bodily, are what the honest reader and advertiser really wants. Ideas of others which can be adapted into something distinctive by and for the advertiser are the real helps. Advertising is one of the greatest levers for moving trade, and PRINTERS' INK, by educating people to advertise effectively, has a most important mission, and fulfills it admirably.

JOHN R. PRESCOTT,
Sec'y ANTHONY & COWELL CO.
PROVIDENCE, R. I.

Subscription \$5 a year.

Sample copy 10 cents.

Address

PETER DOUGAN,

Advertising and Subscription Mgr., PRINTERS' INK,
10 Spruce St., New York.

Christmas Shoppers

will be out in all their glory this year—out with well-filled pocket-books. The unparalleled good times have set wide-awake advertisers thinking—thinking how to catch their trade. If you have the right card in the right

Street Cars

you'll get a lion's share. They'll patronize the best cars—the best advertisers. We don't guess how to reach the masses when the shopping season is at its zenith—we know. If you want the proper cards, prepared for the proper cars, consult us **NOW**; we're ready to talk business.

GEO. KISSAM & CO.,
253 Broadway, N. Y.